

A CENTURY OF PROGRESS

CHICAGO EXPOSITION

1934

SOUVENIR

AND

GUIDE



BURROUGHS WELLCOME & CO.

U.S.A. (INC.)

NEW YORK

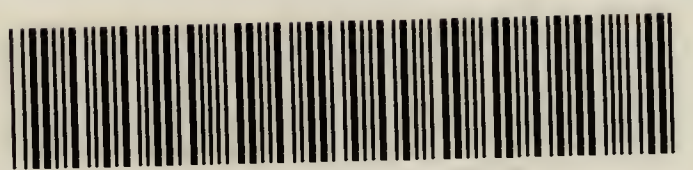
Wellcome  
Collection

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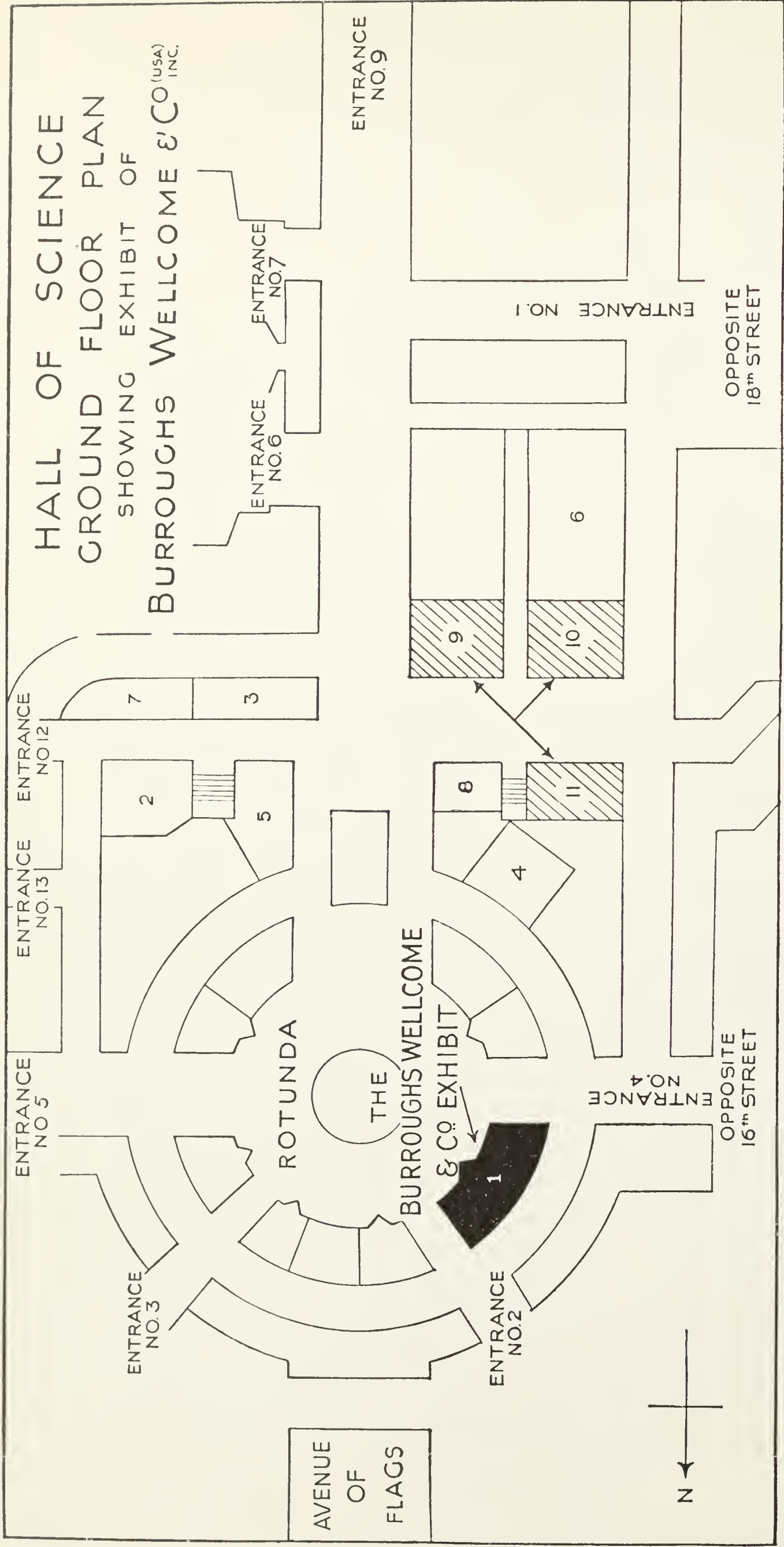
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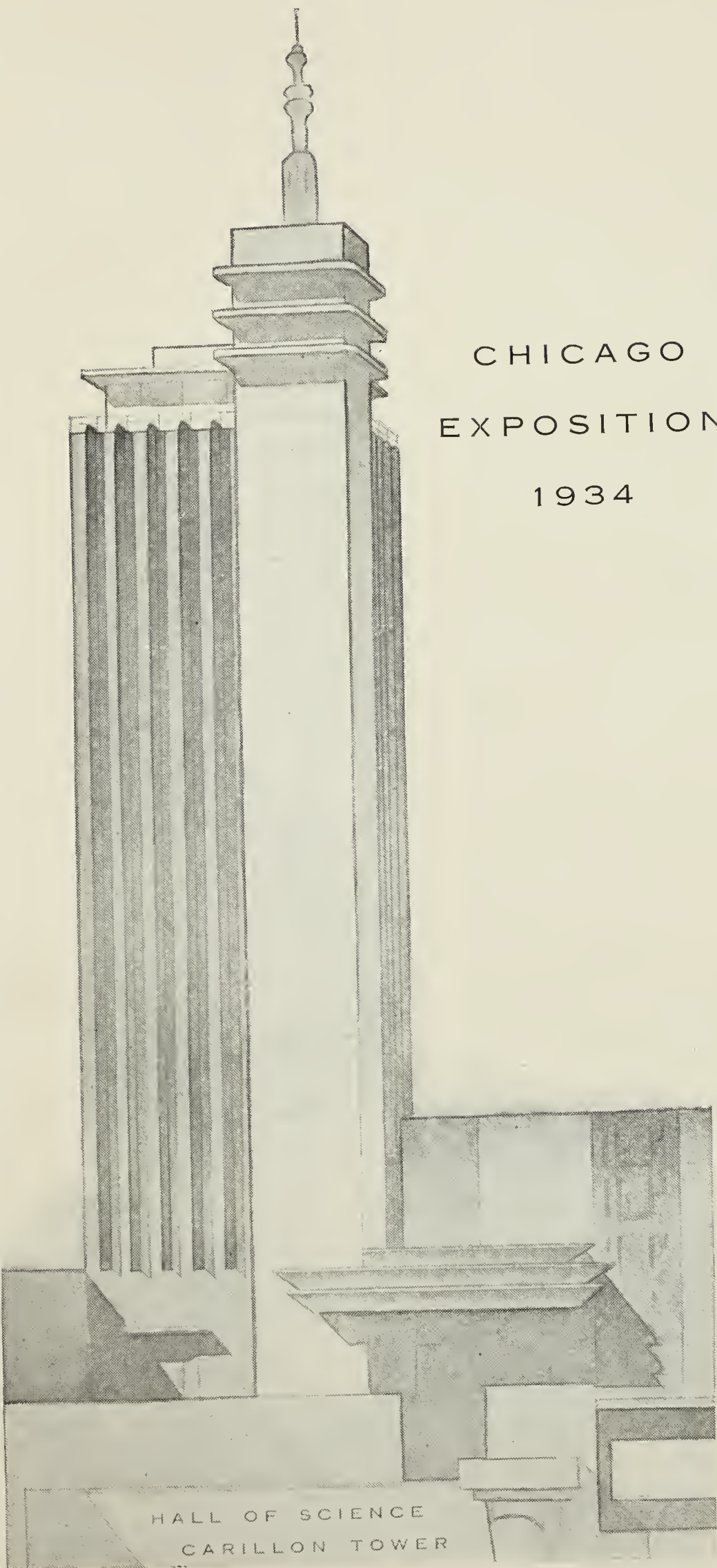
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| 5.—KOCH INSTITUTE                      | 10.—THE WELLCOME RESEARCH INSTITUTION |
| 6.—LOYOLA UNIVERSITY MEDICAL SCHOOL    | 11.—THE WELLCOME RESEARCH INSTITUTION |





CHICAGO  
EXPOSITION  
1934

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HYGEIA

The Greek Deity of Health

Regarded as the "Handmaid of Medicine"

A CENTURY OF PROGRESS

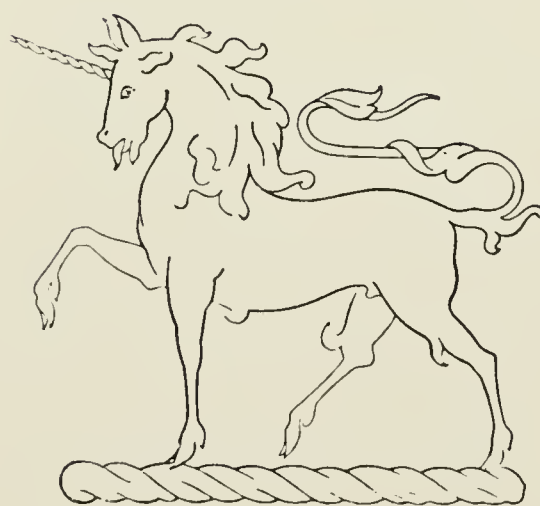
CHICAGO EXPOSITION

1934

SOUVENIR

AND

GUIDE



BURROUGHS WELLCOME & CO. (U. S. A.)  
INC.

9-11 & 13-15, EAST 41ST STREET

NEW YORK CITY

*Associated Houses:*

|        |          |              |           |       |
|--------|----------|--------------|-----------|-------|
| LONDON | MONTREAL | SYDNEY       | CAPE TOWN | MILAN |
| BOMBAY | SHANGHAI | BUENOS AIRES |           |       |



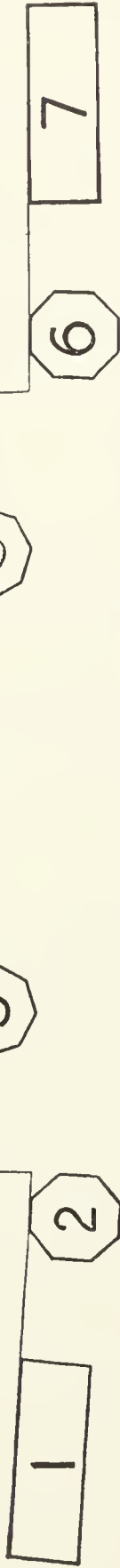
KEY PLAN  
OF

BURROUGHS WELLCOME & CO. EXHIBIT

HALL OF SCIENCE  
GROUND FLOOR  
Group E--Booths 3 and 4

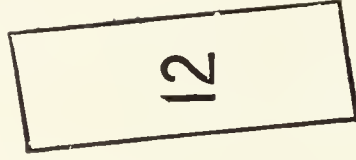
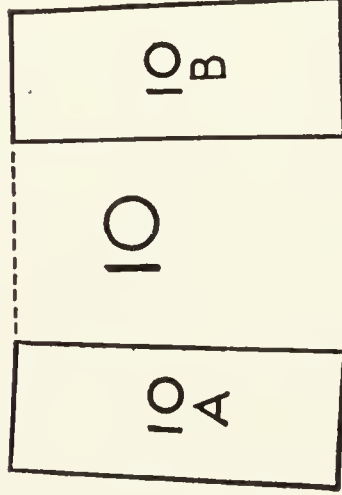
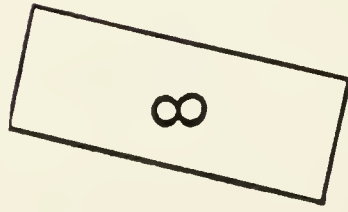
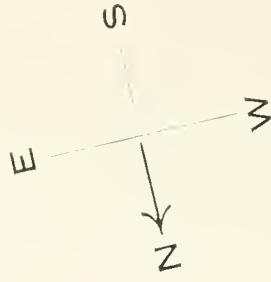
CHICAGO EXPOSITION  
1934

WELLCOME LIBRARY



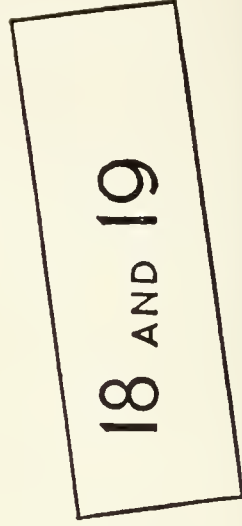
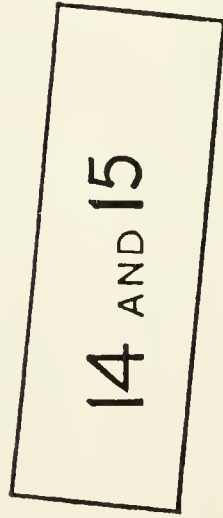
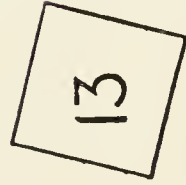
ENTRANCE

ENTRANCE



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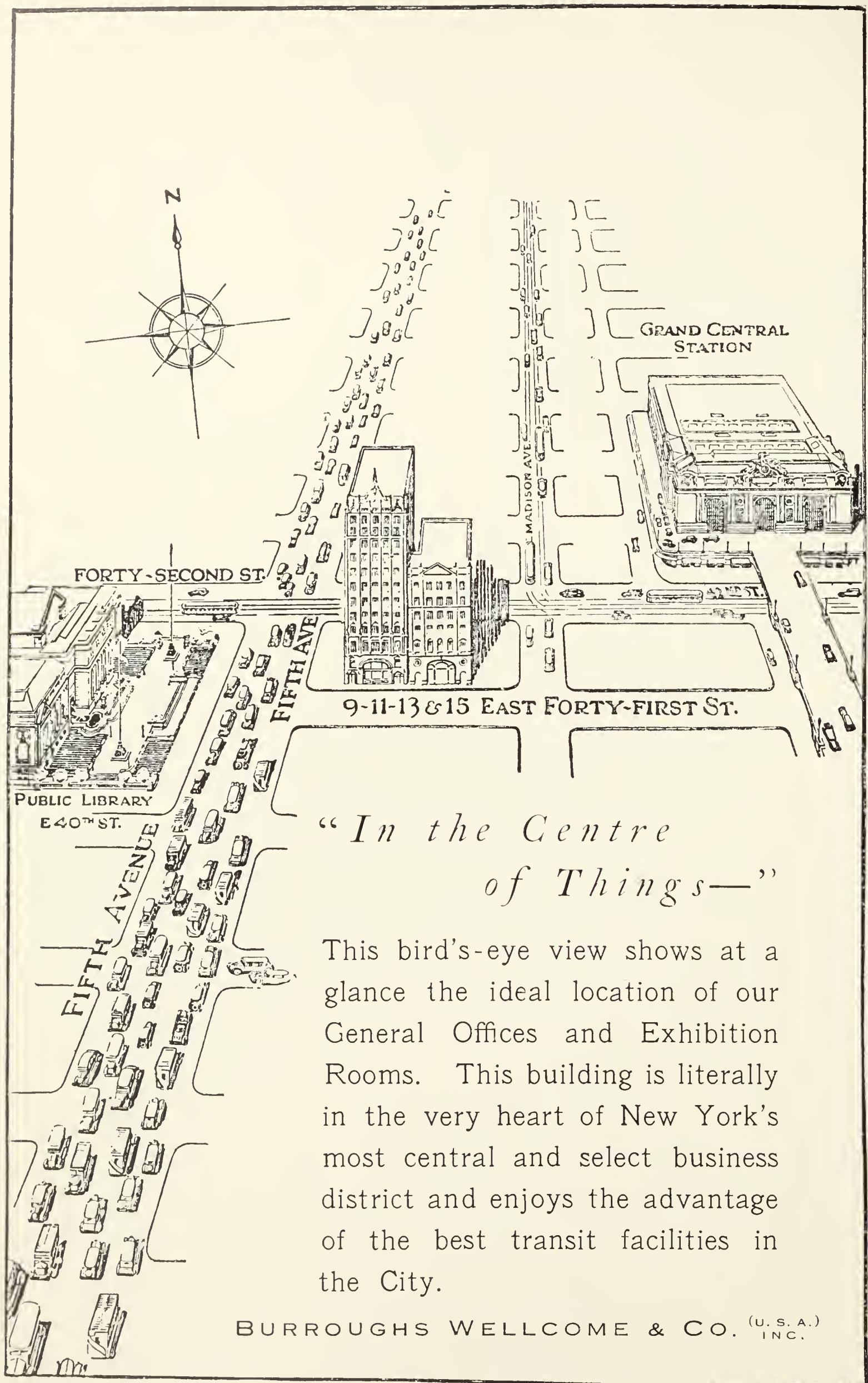
ENTRANCE



ENTRANCE

## KEY TO PLAN OF BURROUGHS WELLCOME & CO. EXHIBIT

- |  |  |
|--|--|
| 1.—'WELLCOME' FINE CHEMICALS AND<br>GALENICALS   | 10.—A AND B.—EXHIBITS ILLUSTRATING<br>PIONEER RESEARCH WORK CARRIED<br>OUT IN THE U.S.A. EXPERIMENTAL<br>RESEARCH LABORATORIES, NEW YORK |
| 2.—HYPODERMIC PRODUCTS AND OUTFITS   | Products resulting from such Researches  |
| 3, 4, 5.—FINE CRYSTALS—<br>Exquisite in form. Perfect in purity                        | 11.—DEMONSTRATIONS OF PROCESSES—<br>How medicaments are prepared from plants   |
| 6.—OPHTHALMIC PRODUCTS AND OUTFITS<br>TEST CASES, SYRINGES AND NEEDLES                 | 12.—'KEPLER' MALT PRODUCTS   |
| 7.—FINE THERAPEUTIC AGENTS AND<br>LABORATORY CHEMICALS                                 | 13.—'TABLOID' PRODUCTS—<br>Pioneer products of Organo-Therapy  |
| 8.—RELICS OF THE WORLD'S GREATEST<br>EXPLORERS—PEARY, BYRD, STANLEY<br>and many others | 14, 15.—DIORAMAS   |
| 9.—DEMONSTRATIONS OF PROCESSES—<br>How medicaments are prepared from animal<br>sources | 16, 17.—PRODUCTS OF PIONEER RESEARCH<br><br>18, 19.—DIORAMAS   |



*"In the Centre  
of Things—"*

This bird's-eye view shows at a glance the ideal location of our General Offices and Exhibition Rooms. This building is literally in the very heart of New York's most central and select business district and enjoys the advantage of the best transit facilities in the City.

BURROUGHS WELLCOME & CO. (U. S. A.)  
INC.

ZONE MAP



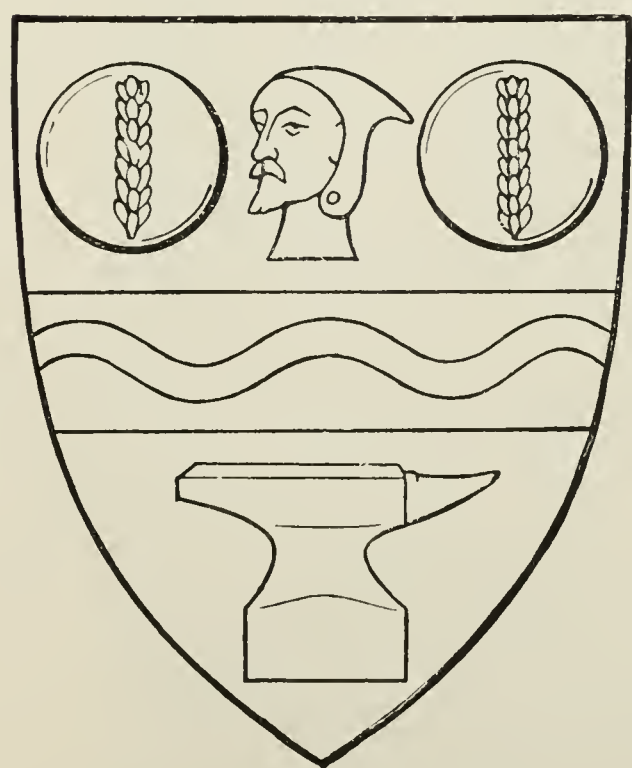


## PIONEER WORK

THE Burroughs Wellcome & Co. Exhibit at Chicago, 1934, is designed to illustrate pioneer work in research, and in the production of fine chemical and pharmaceutical products, medical equipments, etc.

The history of the firm is rich in pioneer achievements in the realm of science allied to industry.

Succeeding to the sole proprietorship of the business of Brockedon, who, in 1842, originated compressed medicines in the shape of bi-convex discs, issued under the designation of "Compressed Pills," Compressed products Burroughs Wellcome & Co. have revolutionised the preparation of compressed products, which are issued chiefly under the trade mark brand 'TABLOID.'

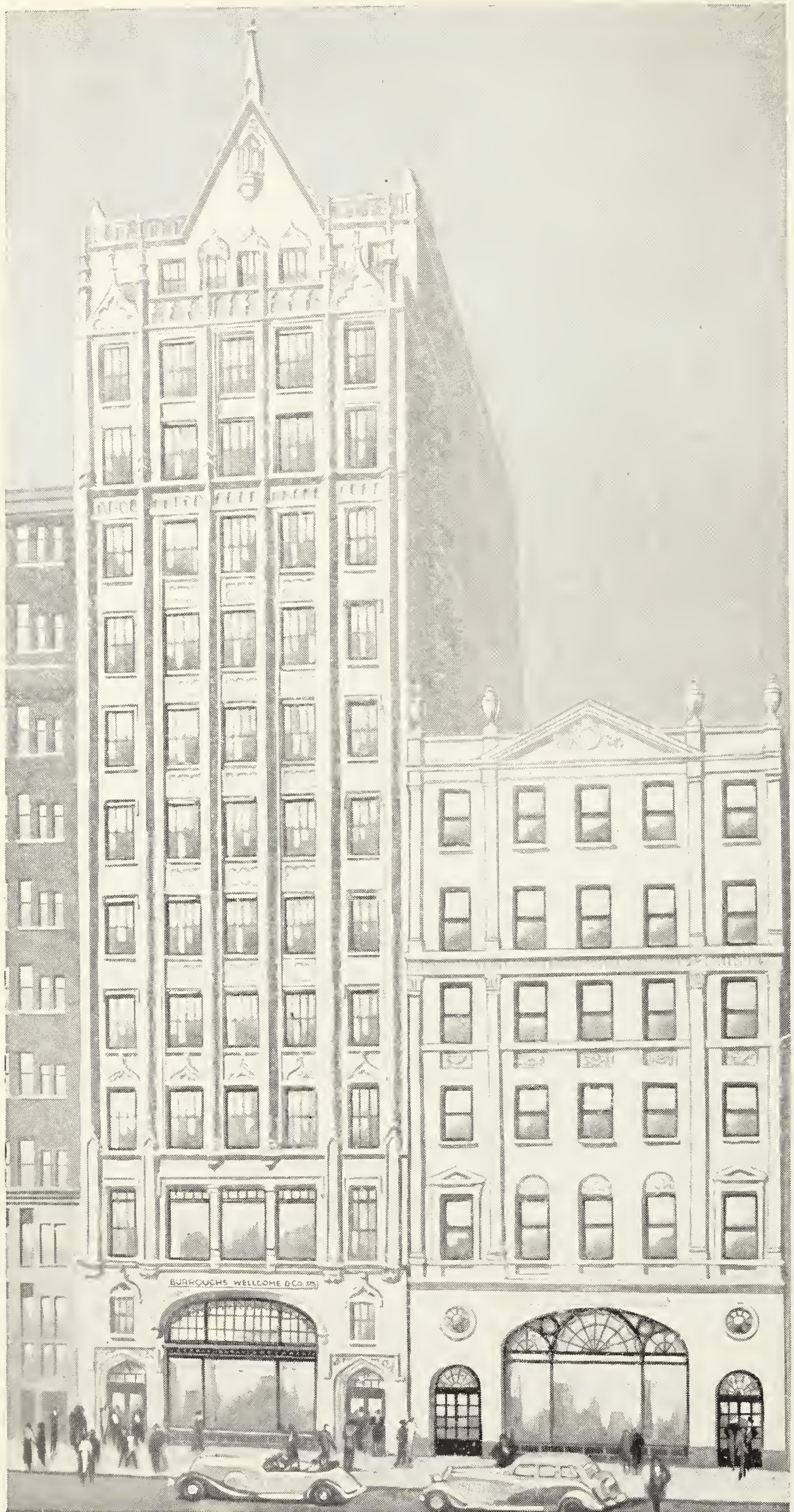


Arms of Borough of Dartford

So outstanding is their position in this respect that when, in 1933, His Majesty King George V conferred the honour of incorporation as Dartford Borough Arms a Municipal Borough upon Dartford, Kent, England, where the chief Wellcome Chemical Works is situated, the College of Arms included in the Borough Arms two golden roundels or bezants to represent 'TABLOID'

products, the manufacture of which had contributed so largely to the fame and fortune of the town.





BURROUGHS WELLCOME & Co. (U.S.A.)  
INC.  
GENERAL OFFICES AND EXHIBITION ROOMS  
9-11 & 13-15, East Forty-first Street, New York City



In a History of the Chemical Industry written for the Society of Chemical Industry on the occasion of the Fifteenth anniversary of its foundation, the following summary of the status of Burroughs Wellcome & Co. occurs :—

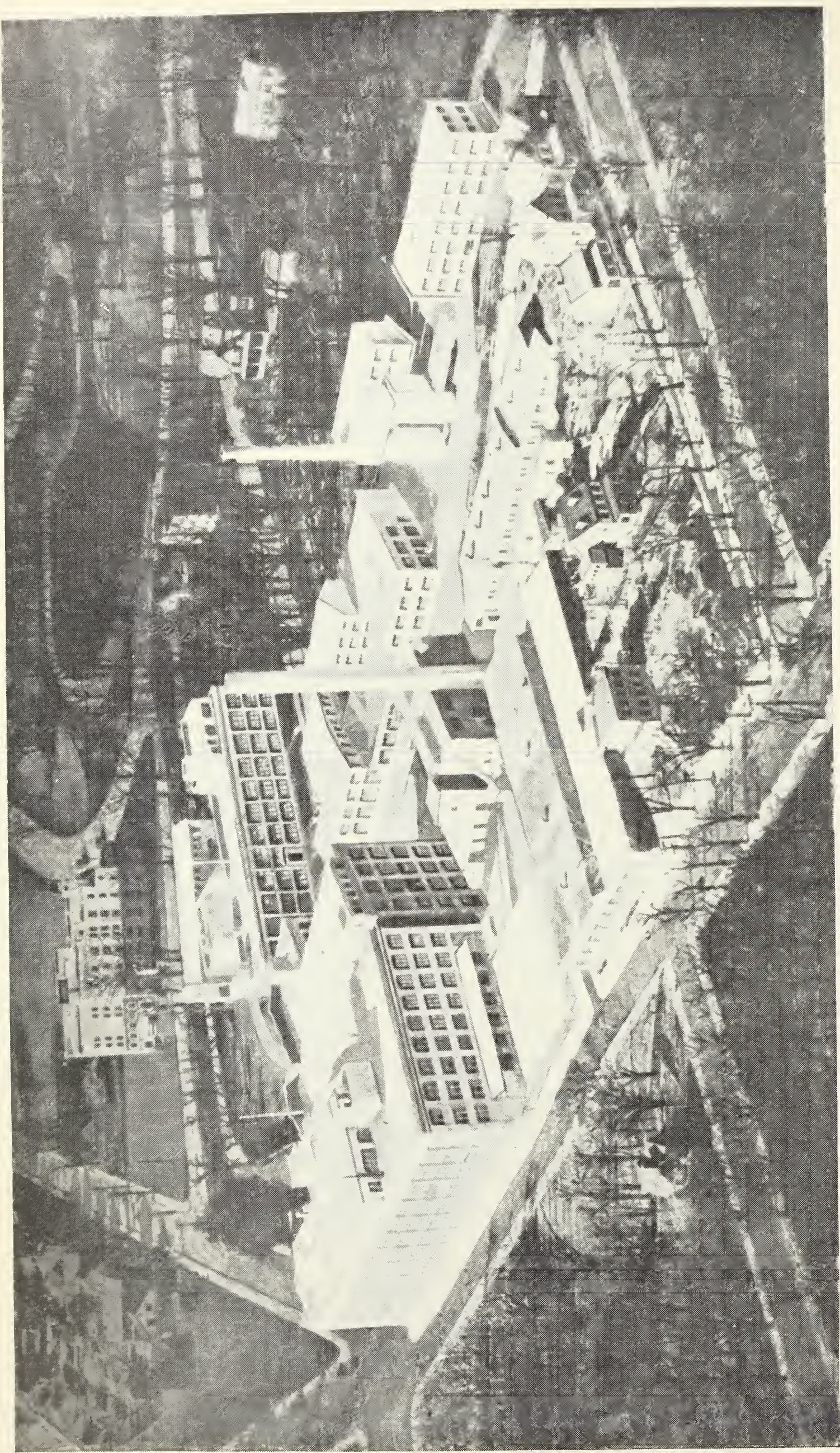


“The proprietor, Sir Henry Wellcome, has devoted such large sums to the endowment of research that, in the preparation of new drugs and in the investigation of a number of alkaloids and hormones, he and his firm occupy an outstanding position in the industry, not so much from the volume of drugs sold, large as this is, but from the point of view of progress in the discovery, manufacture and use of new and important drugs.

“The firm is particularly associated with the alkaloids of jaborandi and ergot. In 1899, pilocarpine salts were manufactured, and, parallel with this, the constitution of the alkaloid was elucidated after a prolonged research. In 1906 the firm’s chemists isolated a specific active principal of ergot—Ergotoxine—followed by the discovery of the active constituents, ‘Tyramine’ and ‘Ergamine’; in 1926 ergotoxine ethane-sulphonate was prepared and the work on this subject continues. Other alkaloids, such as eserine, emetine, hyoscine, etc., were manufactured, and in 1922 insulin was made and the standard of purity gradually raised.

“The firm has at Dartford a farm for the cultivation of medicinal herbs and a new chemical laboratory of





THE WELLCOME CHEMICAL AND GALENICAL WORKS AND EXPERIMENTAL RESEARCH LABORATORIES  
NEW YORK CITY, U.S.A.



remarkable beauty and interest. The works at Dartford is a remarkable works to visit, and the scientific control of the manufacture and packing of the products appears to be as complete as human ingenuity can devise. The firm has been very successful in the preparation of drugs from strophanthus and digitalis and drugs for the treatment of leprosy.’’

Materia  
Medica  
Farm



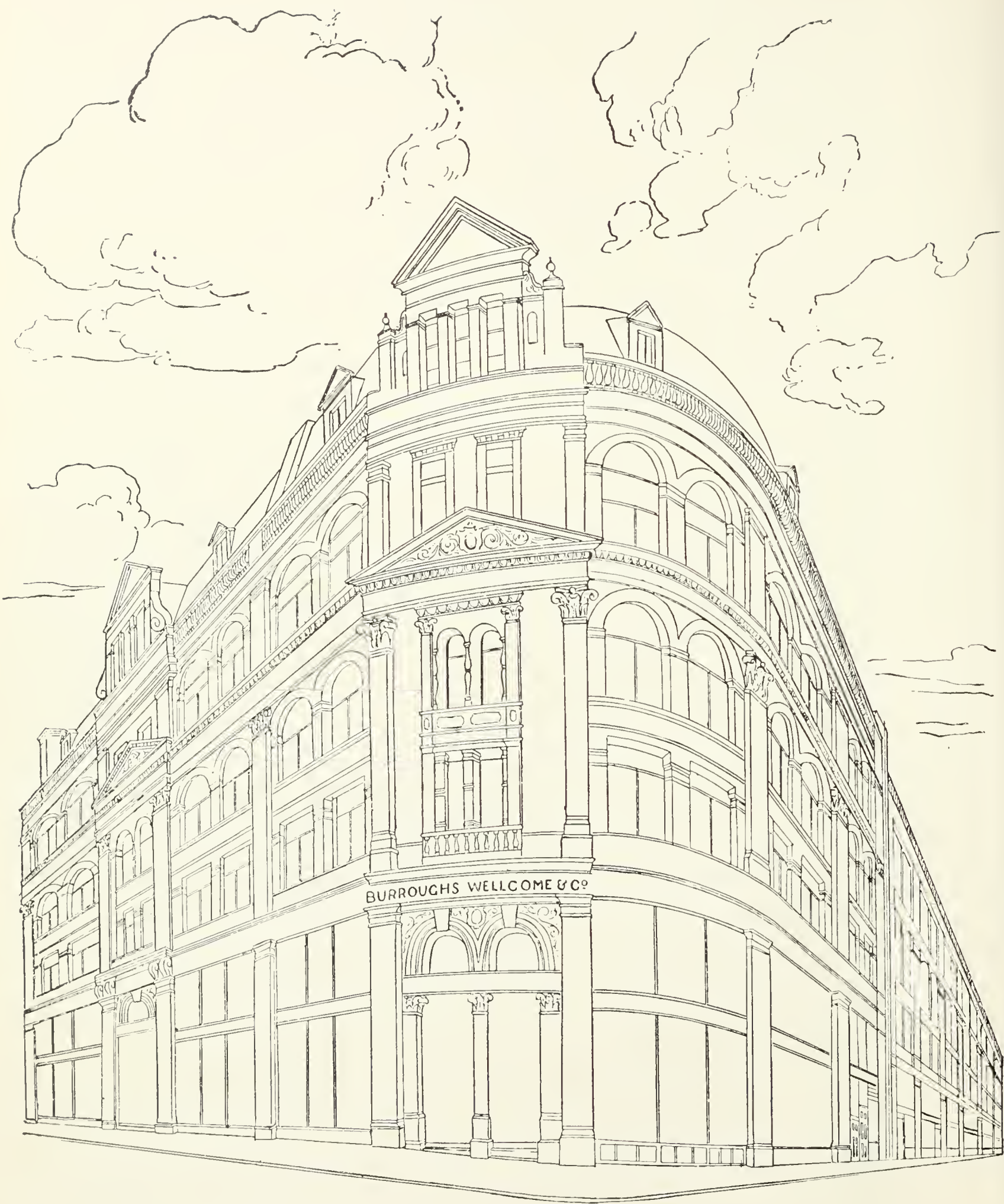
In the EXPERIMENTAL RESEARCH LABORATORIES at the Wellcome Chemical and Galenical Works and Laboratories, New York, research work is continually being carried out, and some of the results are shown in a group of cases (10A and 10B) occupying the central position in the exhibit (*see Plan, page 4*).

One section is devoted to the purely scientific aspects of the work of the Laboratories.

Half of one case is a display of Synthetic Substances prepared in the organic Synthesis Laboratory. It comprises 130 substances in 15 exhibits arranged to show the type of reaction involved in the preparation of certain types of chemicals. Stages in the preparation of these chemicals are shown. Included in this display are the syntheses of ‘Epinine,’ ‘Lodal’ and Papaverine.

The other half of this case contains an exhibit from the Pharmacological Laboratory, illustrating the relationship of chemical constituents to physiological action of a series of amines which have been synthesised in the Laboratory. Twelve of the amine substances are shown in specimen vases, with descriptive cards giving information as to the chemical structure and physiological properties of each substance. There are also

Synthetic  
substances

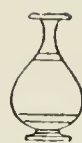


BURROUGHS WELLCOME & CO., LONDON  
(THE WELLCOME FOUNDATION LTD.)

*Chief Offices:*  
SNOW HILL BUILDINGS, LONDON, E.C. 1 (ENG.)



shown kymographic records of the pressor or depressor effects observed in the physiological investigations.



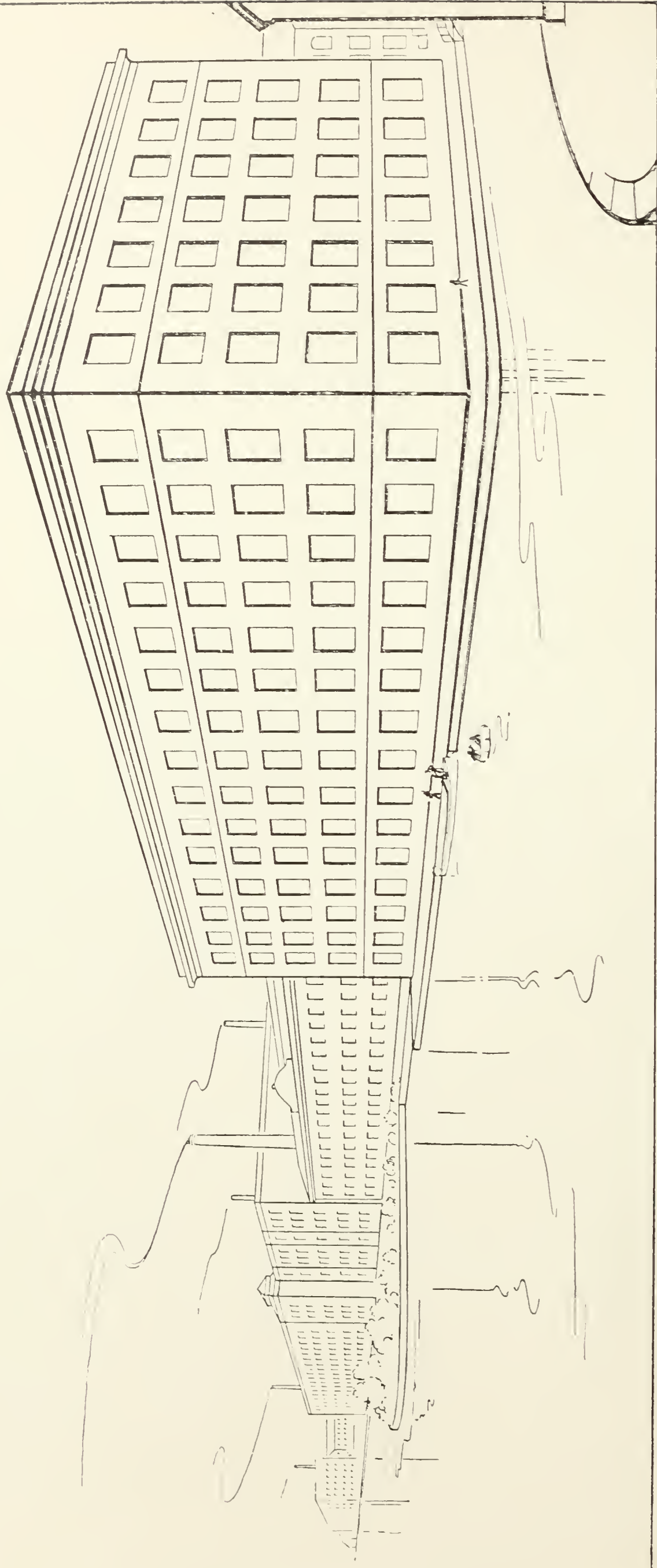
The second case is devoted to exhibits of nutritional products which have been developed in the Experimental Research Laboratories at the Wellcome Chemical Works, New York.

Here is shown 'DEXIN' High Dextrin Carbohydrate, which facilitates the digestion of milk and is of special value for modifying cows' milk in infant feeding, and for the nutrition of convalescents and the aged. Stages in production, fermentation and other tests are illustrated (*see page 38*). In this section of the exhibit are included Vitamin preparations which have been under investigation in the laboratories (*see 'KEPLER' Hæmoglobin with Malt Extract and Cod Liver Oil [B Vitamins Fortified], page 39*).

The Vitamin exhibits include concentrate of B complex, of B<sub>1</sub> Vitamin, of B<sub>2</sub> Vitamin, and of B<sub>4</sub> Vitamin.

Another vitamin exhibit displays Vitamins A, B, C and D. Vitamin A is represented by the pro-vitamin Carotene and by cod liver oil. Vitamin B<sub>1</sub> by the Rice Polishings Concentrate made in the Laboratories; Vitamin B complex by the stages of manufacture of 'Tabloid' Yeast Concentrate; Vitamin B<sub>2</sub> by a preparation of Warburg Respiratory Pigment; Vitamin B<sub>4</sub> by the Peter's Charcoal Absorbate; Vitamin C by 'Tabloid' Ascorbic Acid.

In each division information is given of the chemical and physiological properties of the various vitamins and



SECTION OF THE WELLCOME CHEMICAL AND GALENICAL WORKS AND LABORATORIES  
DARTFORD, KENT, ENGLAND

illustrations of subjects displaying the characteristic deficiency symptoms of each of the vitamins in question.

In this case also are exhibits connected with an Ornithine research, including the parent protein, edestin arginine therefrom and ornithine derived from the arginine; also picrates and picralonates of the amine acids mentioned. Here also are displayed a highly-purified oleic acid, a highly-purified casein and calcium levulinate.

Charts illustrate researches in bio-physical chemistry and chemotherapy. Thirty-six reprints of scientific papers published, describing researches carried out in the Laboratories, are shown.

Numerous products, the existence or exceptional purity of which is due to pioneer research work in the Burroughs Wellcome & Co. Experimental Laboratories in London or New York, are shown in the exhibit. In the few pages of this Guide, however, it is possible to refer only to a few typical examples.

Typical  
pioneer  
products

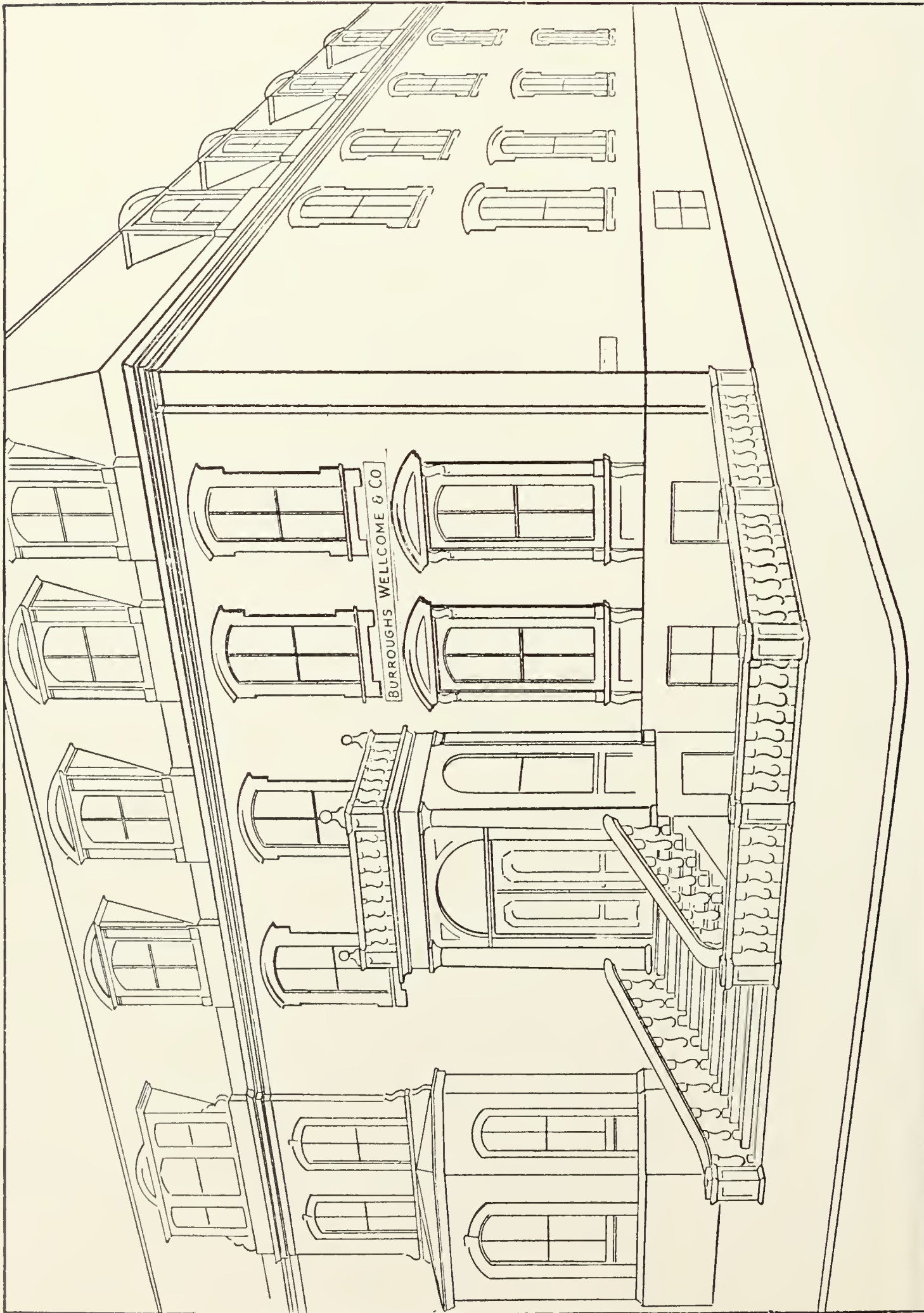
## DIGITALIS

At an early stage it was recognised that the usual tinctures were unsatisfactory and liable to grave variations in activity.

Burroughs Wellcome & Co.'s first endeavour was to present a tincture which was as free as possible from this therapeutic uncertainty and from the usual tendency to lose strength on keeping. This they succeeded in doing with 'WELLCOME' TINCTURE OF DIGITALIS, U.S.P. (*Physiologically Standardised*), which is issued with a time guarantee.



OFFICES  
AND  
EXHIBITION  
ROOMS  
1105, SHERBROOKE STREET  
WEST  
(CORNER OF PEELE STREET)  
MONTREAL



Investigation started with the actual cultivation of the plant at the Wellcome Materia Medica Farm, Dartford (Eng.), so that variations due to the raw material might be noted and provided against. The next step was the provision of 'TABLOID' DIGITALIS LEAF, in which is presented the whole leaf from selected plants of the correct variety, cultivated, gathered and dried under the most favourable conditions.



'DIGINUTIN,' issued both as a solution and as a 'Tabloid' product, represents the next stage. It presents the total glucosides of *Digitalis purpurea* leaf and, whether as a solution or as a 'Tabloid' product, is *definitely stable and constant in potency*. The glucosides are separated from selected digitalis leaf, freed from inert material, submitted to biological assay, dissolved in 70 per cent. alcohol, and the solution adjusted so that it corresponds in strength to freshly-prepared standard tincture.

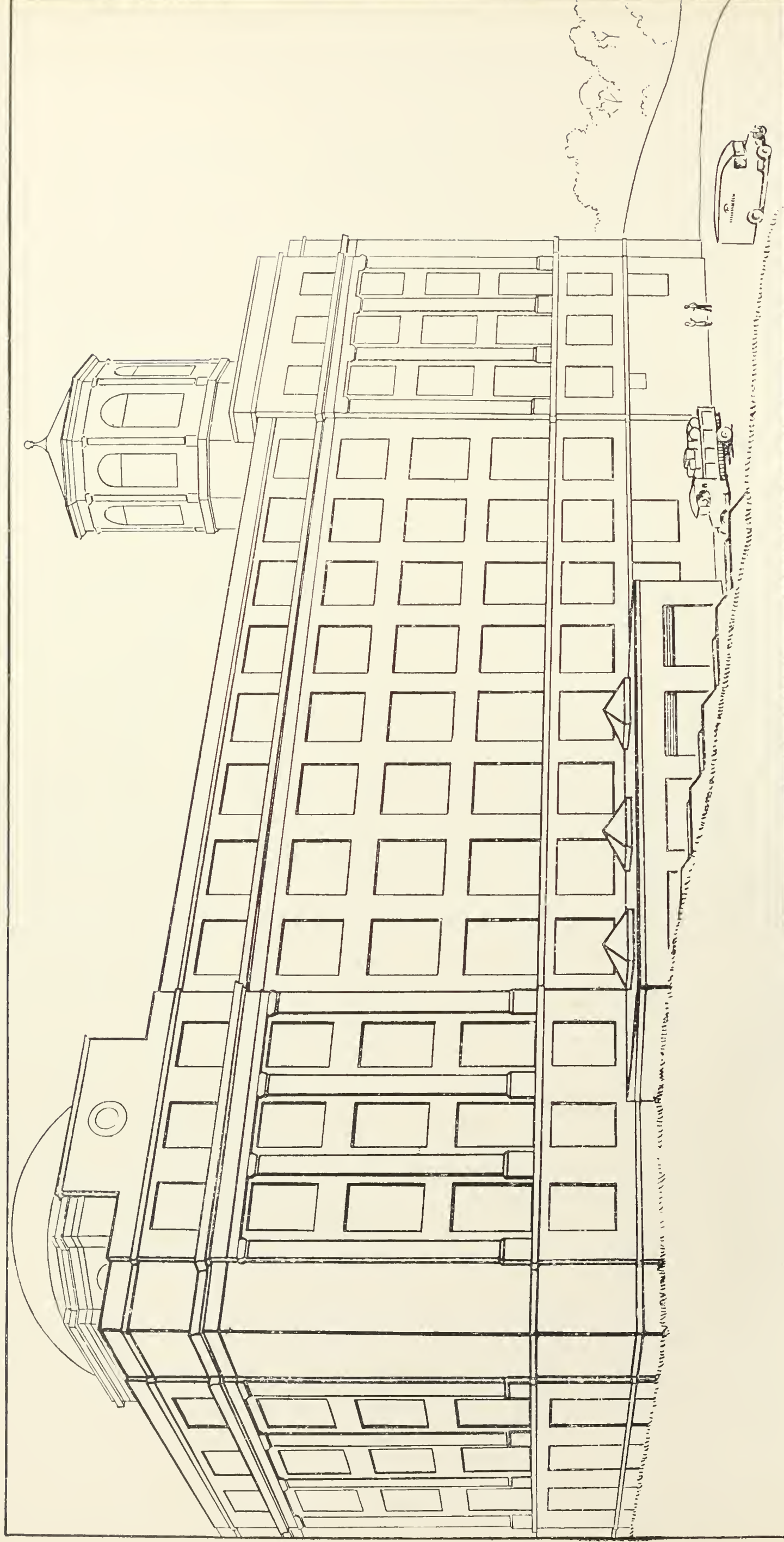
Definite  
stability  
and constant  
potency

Tests show that, after storage for over twelve months, 'DIGINUTIN' shows no diminution in activity.

The latest result of digitalis research is the discovery at the Wellcome Chemical Works of a crystallized glucoside from the leaves of *Digitalis lanata*. It is stable in alcoholic solution and requires no biological standardisation. This glucoside is known as DIGOXIN and is the most reliable crystallized digitalis product. It is effective whether given by the mouth or by intravenous injection.

Latest  
digitalis  
research





THE WELLCOME CHEMICAL AND GALENICAL WORKS AND LABORATORIES  
MONTREAL, CANADA



# DIGITALIS



Reduced facsimile

DIGITALIS LEAF AND FLOWER (*Digitalis purpurea*)

The Wellcome Materia Medica Farm



DIGITALIS (*Digitalis purpurea*) IN FLOWER

The Wellcome Materia Medica Farm

From direct colour photographs developed with

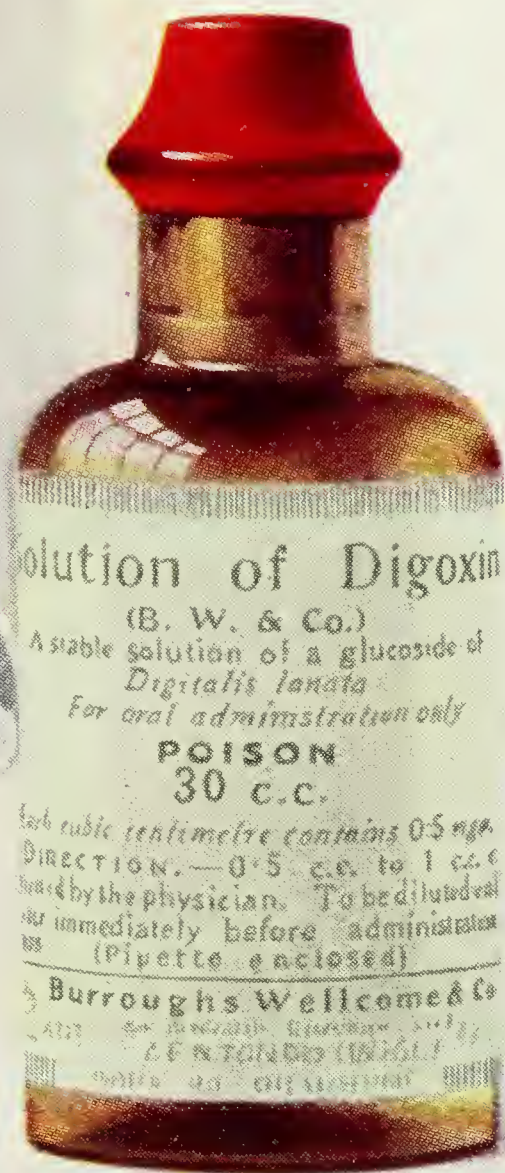
'TABLOID' 'RYTOL'



DIGOXIN

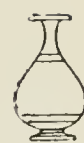


Efflorescence and Leaf of *Digitalis lanata*  
grown on the Wellcome Materia Medica Farm



Reduced facsimile of 30 c.c.  
bottle of SOLUTION OF  
DIGOXIN

## DIGOXIN (B. W. & Co.)



DIGOXIN is the greatest advance of the century in Digitalis therapy. It is subjected to thorough scientific clinical examination by the Therapeutic Trials Committee, British Medical Research Council. DIGOXIN may be used in all clinical conditions in which drugs of the digitalis group are indicated. It is especially valuable in the treatment of auricular fibrillation when rapid effects are desired.

### Digitalis Preparations

SOLUTION OF DIGOXIN (B. W. & Co.), 0.5 mgm. in 1 c.c.  
[SEE LIST B. W. & Co.]

*Bottles containing 30 c.c. (with Pipette) and 250 c.c.*

TRADE MARK 'TABLOID' BRAND DIGOXIN, 0.25 mgm. [SEE LIST B. W. & Co.]

*Bottles of 25 and 100*

TRADE MARK 'HYPOLOID' BRAND DIGOXIN, 0.5 mgm. in 1 c.c.  
[SEE LIST B. W. & Co.]

*Boxes of 10 'Hypoloid' Ampoules*

TRADE MARK 'DIGINUTIN' [SEE LIST B. W. & Co.]

*Bottles containing 1 fluidounce and 8 fluidounces*

TRADE MARK 'TABLOID' BRAND 'DIGINUTIN,' TRADE MARK min. 5 and min. 10  
[SEE LIST B. W. & Co.]

*Each strength in bottles of 25 and 100*

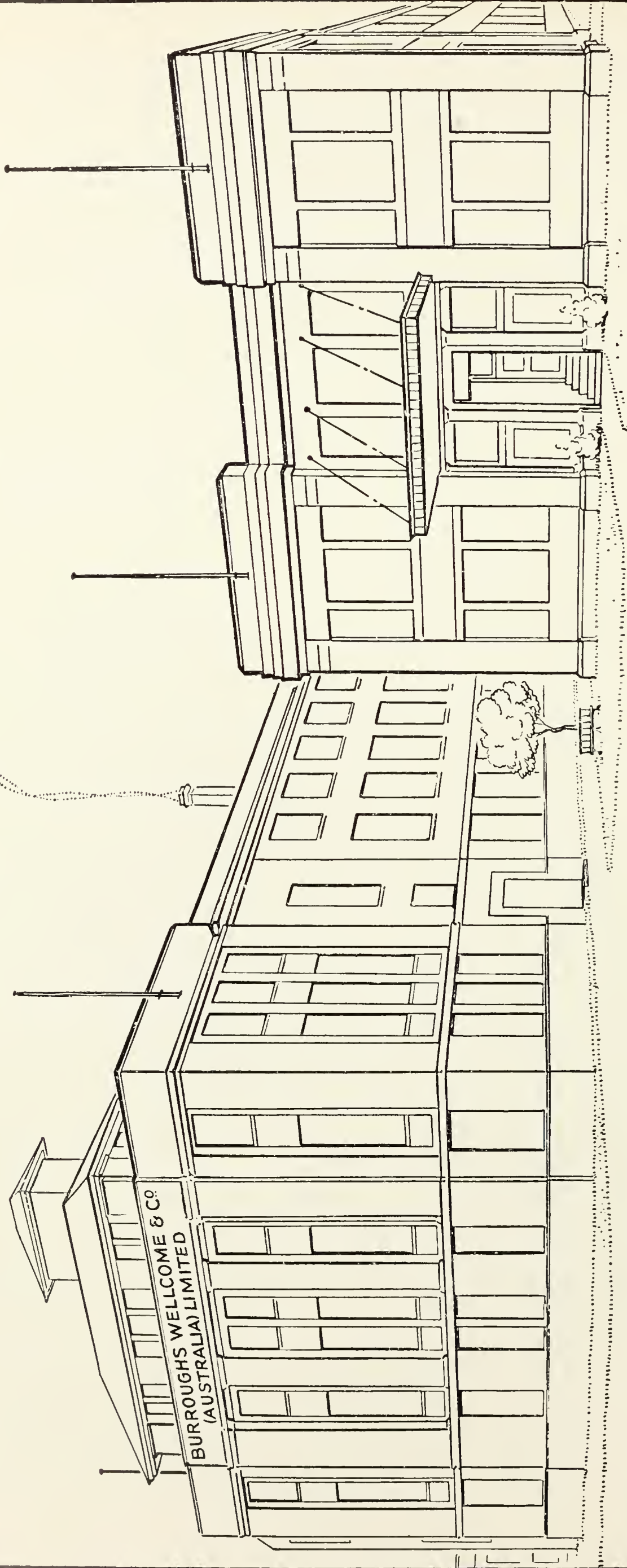
TRADE MARK 'TABLOID' BRAND DIGITALIS LEAF, gr. 1/2; gr. 1; and gr. 1-1/2  
[SEE LIST B. W. & Co.]

*Gr. 1/2, bottles of 100 and 500; gr. 1 and gr. 1-1/2, bottles of 25, 100 and 500*

TRADE MARK 'WELLCOME' BRAND TINCTURE OF DIGITALIS, U.S.P.

*Bottles of 1 fluidounce, 4 fluidounces and 16 fluidounces*





BURROUGHS WELLCOME & CO. (AUSTRALIA) LTD.  
*Offices and Works: SYDNEY, N.S.W.*

## STROPHANTHUS

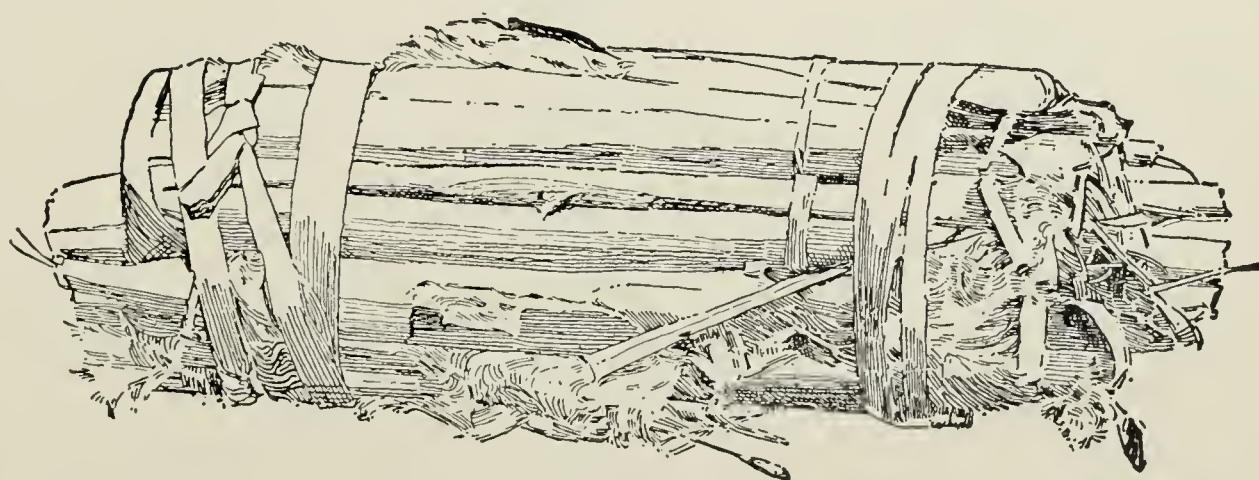


In view of the fact that, as the result of a series of successful researches, Burroughs Wellcome & Co. have raised digitalis preparations from a position of uncertainty in action and stability to that of assured therapeutic reliability, it is interesting to remember that they pioneered the introduction of another member of this group—Strophanthus Kombé, the powerful African arrow poison which has proved so valuable in certain heart diseases.

Pioneers in  
the intro-  
duction of  
Strophanthus

Sir Thomas Fraser, of Edinburgh University, first investigated and demonstrated the properties of Strophanthus from a comparatively small specimen, and Burroughs Wellcome & Co. immediately took vigorous steps to procure supplies, in spite of immense difficulties.

Emissaries were sent to collect the small reserves of arrow poison from the rude huts of many Central African warriors. In this way a fair quantity was accumulated, but at a cost of more than £20 per pound.



An original bundle of the first consignment of Strophanthus which reached Europe for

BURROUGHS WELLCOME & CO.

Thus the true Strophanthus Kombé was first introduced to the world—Burroughs Wellcome & Co. were first in the field.





BURROUGHS WELLCOME & Co. (SOUTH AFRICA) LTD.  
5, LOOP STREET, CAPE TOWN

These earliest supplies were obtained quite regardless of monetary considerations and, notwithstanding the great cost, parcels of medicinal agent and its preparations were at once distributed, without charge, to leading physicians throughout the world. By this means the therapeutic properties of Strophanthus were confirmed by investigators in various lands.



### Preparations

TINCTURE OF STROPHANTHUS (B. W. & Co.) (*Physiologically Standardised*) [SEE LIST B. W. & Co.]

*Bottles containing 1, 4, 8 and 16 fluidounces*

TRADE MARK 'TABLOID' BRAND STROPHANTHUS [SEE LIST B. W. & Co.]

Each containing the solid ingredients of Tincture of Strophanthus (B. W. & Co.), min. 5

*Bottles of 100 and 500*

## ERGOT RESEARCHES

THE problem of the active principles of Ergot had baffled investigators for many years, but its complete solution was achieved by the collaboration of staffs of The Wellcome Physiological Research Laboratories and the Wellcome Chemical Works. Their discovery of the alkaloid Ergotoxine in 1906, followed by that of 'Tyramine' *p*-hydroxyphenylethylamine, in 1909, and, finally, the isolation of 'Ergamine' 4- $\beta$ -aminoethylglyoxaline, in 1910, laid bare secrets of Ergot and enabled the firm to prepare 'ERNUTIN'—which has aptly been described as the "essentials of Ergot."

### Preparations

TRADE MARK 'ERNUTIN' (ORAL) (20 per cent. alcohol) [SEE LIST B. W. & Co.]

Containing 0.033 per cent. of Ergotoxine Ethanesulphonate.

*Bottles containing 30 c.c., 4 fluidounces and 16 fluidounces*

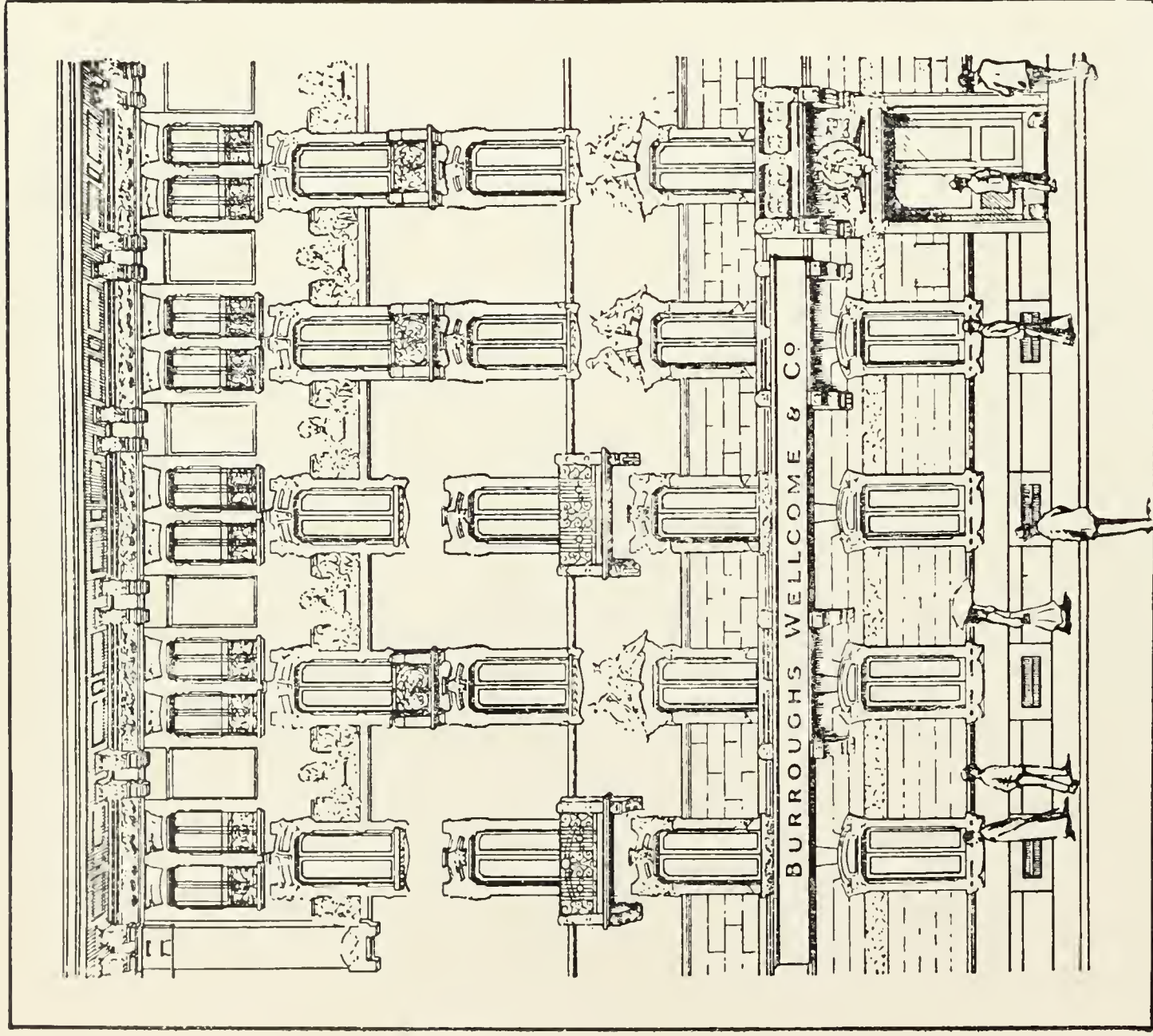
TRADE MARK 'HYPOLOID' BRAND 'ERNUTIN' TRADE MARK (1 per cent. alcohol)

[SEE LIST B. W. & Co.]

Containing 0.1 per cent. of Ergotoxine Ethanesulphonate.

'Hypoloid' ampoules of 0.6 c.c. (min. 10 approx.) of sterile solution, in boxes of 6 and 100



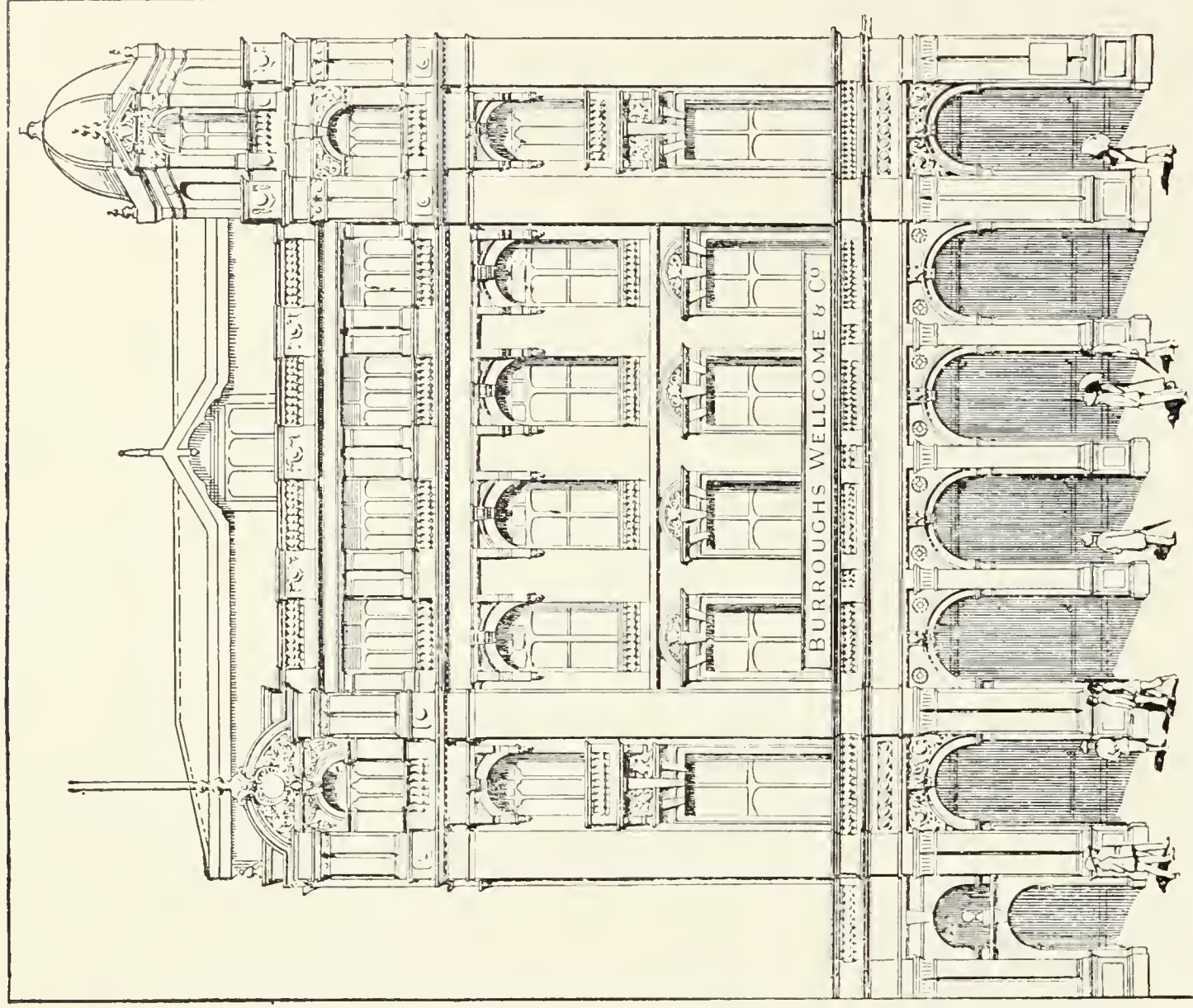


ITALY

S.A.I. BURROUGHS WELLCOME & CO.

Prodotti Farmaceutici

26, VIA LEGNANO, MILAN



INDIA

COOK'S BUILDING, HORNBY ROAD, BOMBAY

(in which the Burroughs Wellcome & Co. Offices and

Warehouses are situated)



## ERGOTOXINE ETHANESULPHONATE



Not content with the remarkable success already achieved in the Ergot researches, Burroughs Wellcome & Co. continued the work, and in 1925 they *originated* and *introduced* a new salt of the alkaloid Ergotoxine.

ERGOTOXINE ETHANESULPHONATE presents the alkaloid in a chemically-pure state; it is white, crystalline, and excels as the most stable salt of Ergotoxine and more soluble than the phosphate.

Burroughs Wellcome & Co. surrendered their exclusive right to the preparation of this salt which they had originated, and, on the recommendation of the British Pharmacopœia Subcommittee on Ergot, it was added to the B.P. 1932 to replace the unsatisfactory hypodermic injection of Ergot, included in former editions.

### Preparations

TRADE MARK 'TABLOID' BRAND ERGOTOXINE ETHANESULPHONATE,  
0.0005 gramme [SEE LIST B. W. & Co.]  
*Bottles of 25*

TRADE MARK 'TABLOID' BRAND HYPODERMIC ERGOTOXINE ETHANESULPHONATE,  
gr. 1/100 [SEE LIST B. W. & Co.]  
*Each strength in tubes of 12 and packages of 50 and 500*

TRADE MARK 'WELLCOME' BRAND ERGOTOXINE ETHANESULPHONATE  
*Tubes of 0.1 gramme*

## ANTI-LEPROTIC AGENTS

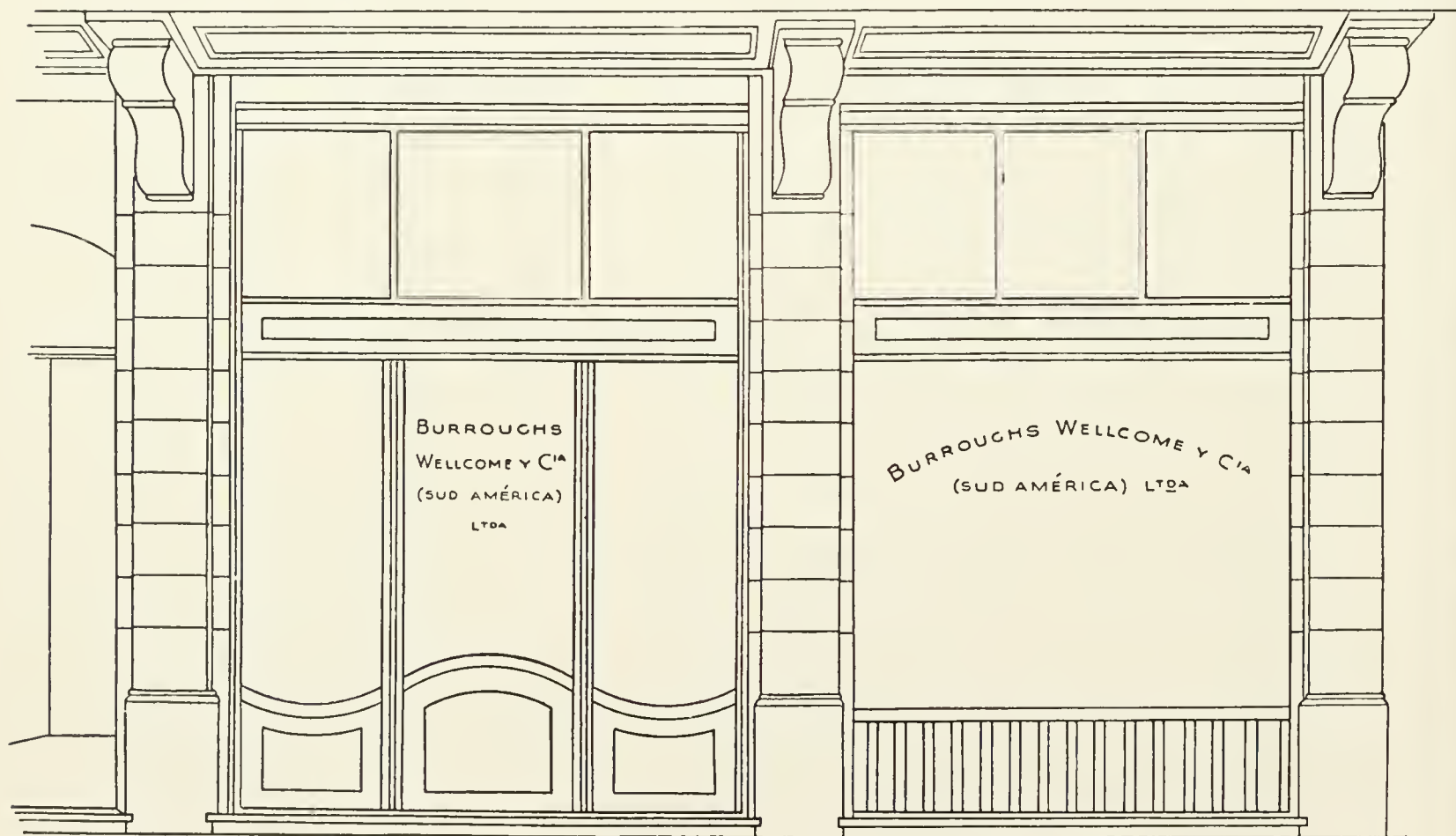
Following researches started as long back as 1904, Burroughs Wellcome & Co. have pioneered the production of products which have met with remarkable success in the treatment of leprosy. 'MOOGROL' has been used in leper colonies throughout the world, and was the result of years of patient investigation and clinical trial. The addition of iodine markedly reduces the irritating property of the ethyl esters, and preliminary clinical evidence obtained with IODISED 'MOOGROL' has confirmed this.





CHINA

60, HONGKONG ROAD, SHANGHAI  
 (in which the Burroughs Wellcome & Co. Offices and  
 Warehouses are situated)



ARGENTINA

BURROUGHS WELLCOME & Co. (SOUTH AMERICA) LTD.  
 CALLE VIAMONTE, 758, BUENOS AIRES

TRADE 'MOOGROL' MARK



A Mixture of Esters of the Acids of the Chaulmoogric Series resulting from investigations in The Wellcome Chemical Research Laboratories dating from 1904

Used in the treatment of leprosy.

**Preparation**

'MOOGROL' [SEE LIST B. W. & Co.]  
(Trade Mark)

*Bottles containing 25 c.c. and 100 c.c.*

IODISED TRADE 'MOOGROL' MARK

A Mixture of Esters of the Acids of the Chaulmoogric Series with 0.5 per cent. Iodine

IODISED 'MOOGROL' is a mixture of esters of the acids of the chaulmoogric series with 0.5 per cent. of iodine, suitable for intramuscular or intradermal injection. The addition of the iodine markedly reduces the irritating quality of the ethyl esters.

The intradermal method has been employed by the Philippine workers for some time. The advantages claimed are that it produces more rapid resolution of the superficial lesions and that it is relatively free from general and local reactions.

At the Leonard Wood Memorial Conference on Leprosy, held at Manila in January, 1931, the use of iodised esters, particularly by the intradermal method, was strongly recommended.

**Preparation**

IODISED 'MOOGROL' [SEE LIST B. W. & Co.]  
(Trade Mark)

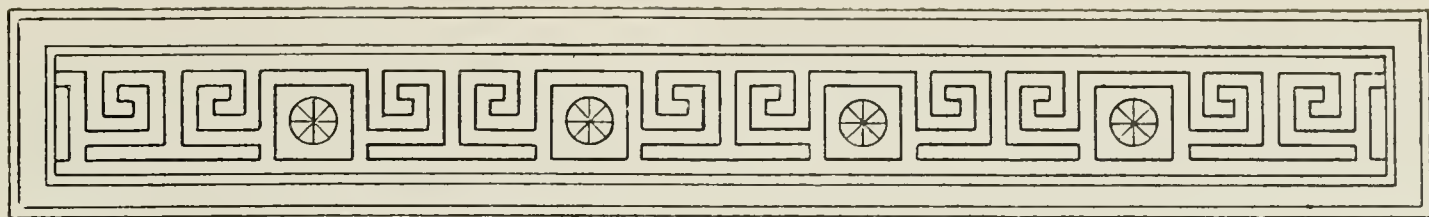
*Bottles containing 25 c.c. and 100 c.c.*





THE BURROUGHS WELLCOME & CO. EXHIBIT, HALL OF SCIENCE, CHICAGO EXPOSITION, 1934—  
WEST FRONT. Dioramas depicting pioneer exploits of Exploration, etc.





TRADE  
MARK

'TABLOID' BRAND

## ANIMAL SUBSTANCES

ON the pharmaceutical side of animal substance medication, Burroughs Wellcome & Co. were, and continue to be, pioneers. 'TABLOID' products are issued which present the whole gland substance. The system of gland-grouping, originated by Burroughs Wellcome & Co., in which the claims of each gland substance are examined with definite reference to established physiological and clinical evidence, enables an estimate to be made of the potential therapeutic value of any gland substance or combination.

### SUPRARENAL (WHOLE GLAND)

IMPROVEMENT sometimes follows large doses of suprarenal gland substance in Addison's syndrome. In various forms of autonomic imbalance, or in Graves' syndrome, and in hyperthyroidism, persistent administration often relieves symptoms. It has been found useful in conditions dependent upon hypoadrenia, such as certain forms of depression and melancholia, and after influenza and other acute infections, especially diphtheria.

#### Preparations

TRADE MARK 'TABLOID' BRAND SUPRARENAL GLAND, gr. 1 and gr. 5  
[SEE LIST B. W. & Co.]  
*Each strength in bottles of 100 and 500*

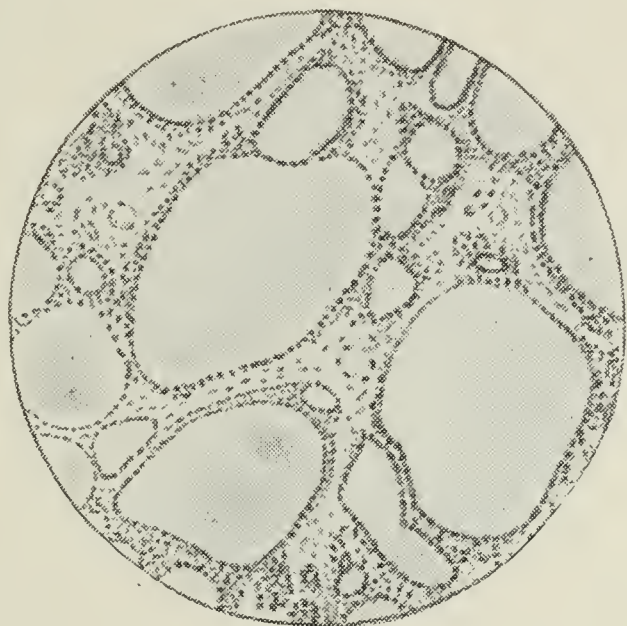
### THYROID GLAND

'TABLOID' THYROID GLAND represents the whole substance of carefully-selected, healthy sheeps' thyroids and can be relied on to produce the complete therapeutic effect of the fresh gland.









Section of THYROID GLAND  
Magnification 50 diameters

**Standardisation.**—‘TABLOID’  
THYROID GLAND is standard-  
ised to contain 0·4 per cent.  
of iodine in the desiccated  
gland substance.



### Preparations

TRADE MARK ‘TABLOID’ BRAND THYROID  
GLAND (*Standardised*),  
gr. 1/100; gr. 1/10; gr. 1/4;  
gr. 1/2; gr. 1; gr. 1-1/2; gr. 2;  
gr. 2-1/2; and gr. 5  
[SEE LIST B. W. & Co.]

*Each strength in bottles of 100 and 500*

## PLURI-GLANDULAR PREPARATIONS

THE interdependence of the various endocrine glands and the balance which seems to exist in the functional activities of certain groups has the result that irregular function of one unit is followed by a disturbance of others. Although changes in the function of a single gland may instigate a disturbance, yet other endocrine glands, by their reciprocal action, may sometimes contribute very greatly to the clinical picture. Such imbalance suggests a pluri-glandular therapy.

### INDICATIONS

‘TABLOID’ BRAND THREE GLANDS is indicated in cretinism, backwardness in children and other conditions of hypothyroidism.



Reduced facsimile

‘TABLOID’ BRAND MIXED GLANDS, No. 1 (*Male*), is indicated in hypotonic and neurasthenic conditions, premature senile changes and hypochondriasis. It may also be found particularly effective in the female.

‘TABLOID’ BRAND MIXED GLANDS, No. 2 (*Female*), is indicated in the same conditions as No. 1 (*Male*), and in amenorrhœa and at the menopause.



# BURROUGHS WELLCOME & CO. (USA) INC.



THE BURROUGHS WELLCOME & CO. EXHIBIT, HALL OF SCIENCE, CHICAGO EXPOSITION, 1934—  
NORTH FRONT 'Tabloid' Compressed Medicaments etc



# Preparations

TRADE MARK 'TABLOID' BRAND THREE GLANDS [SEE LIST B. W. & Co.]

|    |                              |          |
|----|------------------------------|----------|
| R̄ | Glandulæ Thyroideæ Recentis, | gr. 6    |
|    | Glandulæ Suprarenalis,       | gr. 3/4  |
|    | Glandulæ Pituitariæ,         | gr. 1/16 |

*Bottles of 100 and 500*

TRADE MARK 'TABLOID' BRAND MIXED GLANDS [SEE LIST B. W. & Co.]

## No. 1 (MALE)

|    |  |         |
|----|--|---------|
| R̄ | Glandulæ Thymicæ,                        | gr. 2   |
|    | Glandulæ Thyroideæ Recentis,             | gr. 1/5 |
|    | Glandulæ Pituitariæ (Lobuli Anterioris), | gr. 1/2 |
|    | Glandulæ Suprarenalis,                   | gr. 1/4 |
|    | Didymin ( <i>Orchitic Substance</i> ),   | gr. 1/2 |
|    | Cerebrini,                               | gr. 1/2 |

## No. 2 (FEMALE)

|    |  |         |
|----|--|---------|
| R̄ | Glandulæ Thymicæ,                        | gr. 2   |
|    | Glandulæ Thyroideæ Recentis,             | gr. 1/5 |
|    | Glandulæ Pituitariæ (Lobuli Anterioris), | gr. 1/2 |
|    | Glandulæ Suprarenalis,                   | gr. 1/4 |
|    | 'Varium' ( <i>Ovarian Substance</i> ),   | gr. 1/2 |
|    | 'Mamos' ( <i>Mammary Gland</i> ),        | gr. 1/2 |
|    | Cerebrini,                               | gr. 1/2 |

*Each in bottles of 100 and 500*

TRADE MARK 'TABLOID' BRAND 'PITU-VARIUM' TRADE MARK [SEE LIST B. W. & Co.]

|    |  |       |
|----|--|-------|
| R̄ | Glandulæ Pituitariæ (Lobuli Anterioris), | gr. 2 |
|    | 'Varium' ( <i>Ovarian Substance</i> ),   | gr. 3 |

*Bottles of 100 and 500*

TRADE MARK 'TABLOID' BRAND 'THYRO-VARIUM' TRADE MARK [SEE LIST B. W. & Co.]

|    |  |         |
|----|--|---------|
| R̄ | Glandulæ Thyroideæ Recentis,           | gr. 1/4 |
|    | 'Varium' ( <i>Ovarian Substance</i> ), | gr. 5   |

*Bottles of 100 and 500*

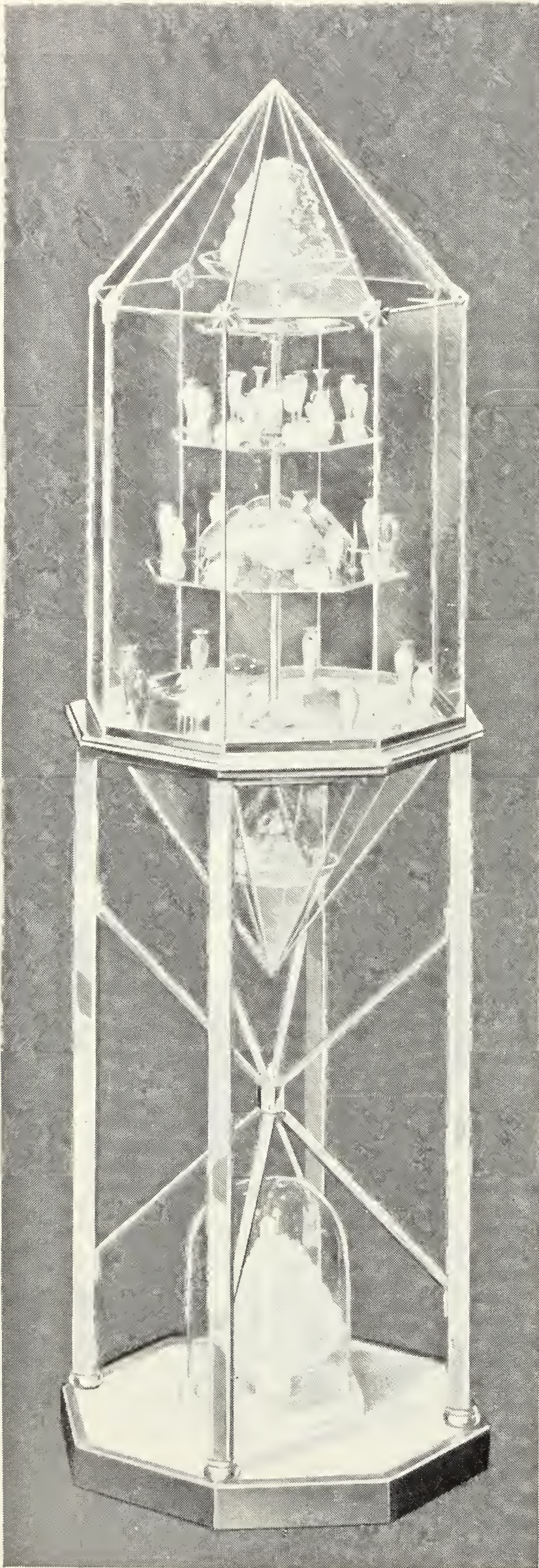
TRADE MARK 'TABLOID' BRAND 'VARIUM' TRADE MARK COMPOUND [SEE LIST B. W. & Co.]

|    |  |         |
|----|--|---------|
| R̄ | 'Varium' ( <i>Ovarian Substance</i> ),   | gr. 5   |
|    | Glandulæ Pituitariæ (Lobuli Anterioris), | gr. 2   |
|    | Glandulæ Thyroideæ Recentis,             | gr. 1/4 |

*Bottles of 100 and 500*







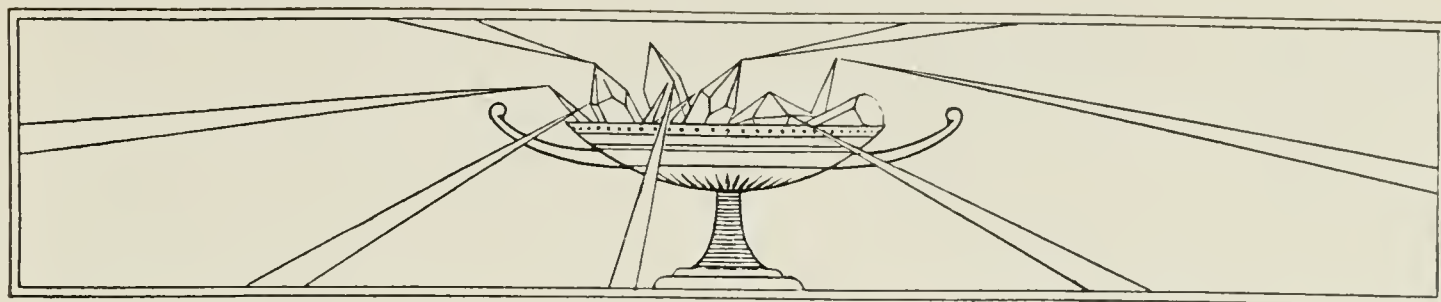
## CRYSTAL SHOW-CASE

One of five cases of original Burroughs Wellcome & Co. design. They represent crystals, and three (Nos. 3, 4 and 5 on Plan, *page 4*) contain crystals of exquisite form and beauty, symbolising the high standard of purity of 'WELLCOME' BRAND CHEMICALS.

The two others (Nos. 2 and 6 on Plan) are devoted to exhibits of 'Tabloid' Hypodermic products and outfits, 'Agla' Syringes and Needles, 'Tabloid' Ophthalmic products and outfits, and 'Soloid' Test Cases.

PART OF THE BURROUGHS WELLCOME & CO. EXHIBIT  
HALL OF SCIENCE, CHICAGO EXPOSITION, 1934





TRADE  
MARK

'WELLCOME' BRAND

## CHEMICALS AND GALENICALS

THE Wellcome Chemical and Galenical Works and The Wellcome Experimental Research Laboratories contribute, each in their own sphere, to the production of 'WELLCOME' BRAND CHEMICALS AND GALENICALS, which have achieved a high reputation for purity and constant activity.

Science  
and  
Industry

It is only by such co-ordination that the pharmacist is always assured of obtaining products capable of maintaining their qualities under all conditions.

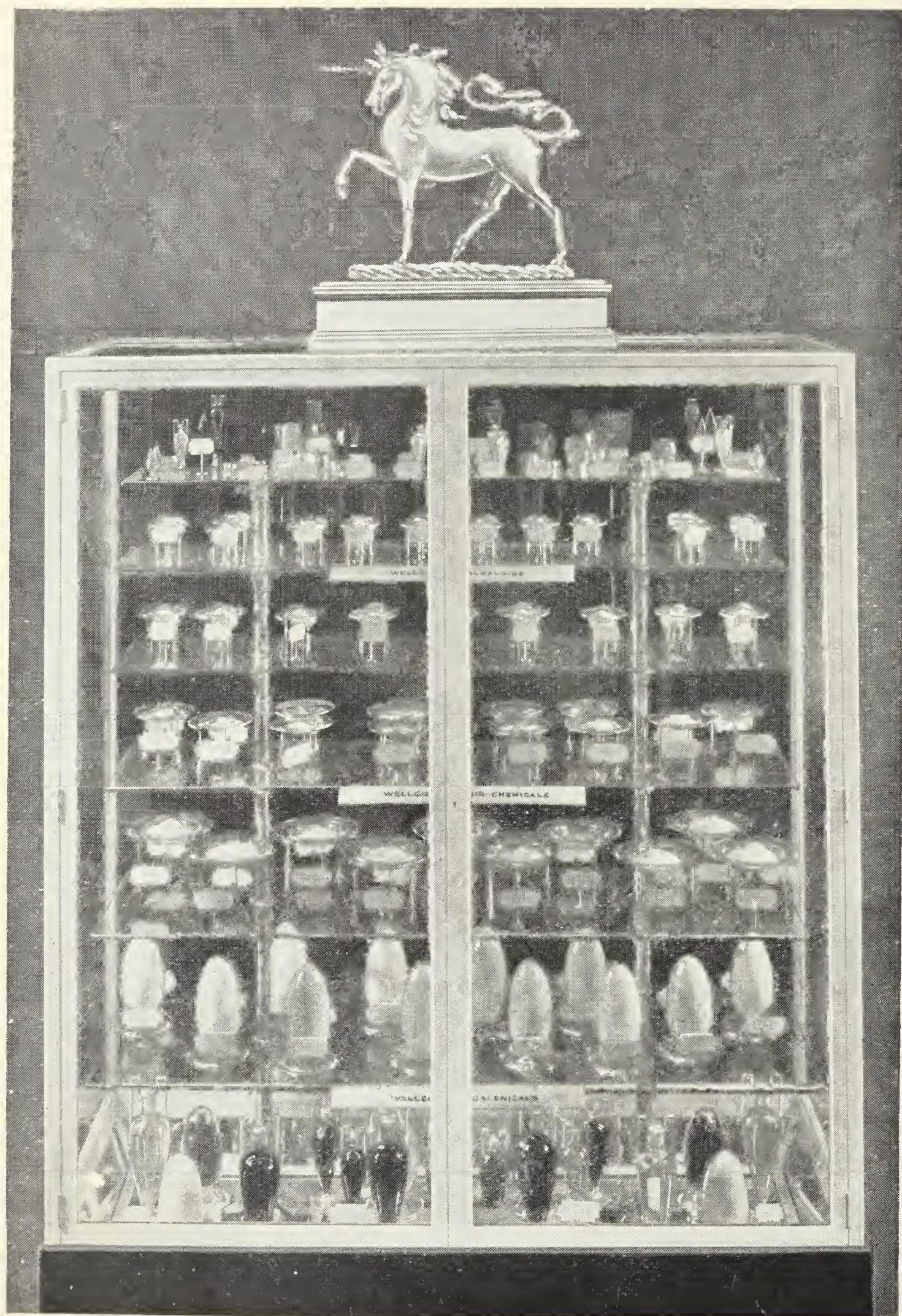
'WELLCOME' BRAND CHEMICALS are issued only after passing tests designed to indicate a degree of purity equal to or greater than that demanded by Pharmacopœial Standards.

'WELLCOME' BRAND GALENICALS are checked by chemical tests or by physiological methods, to ensure their therapeutic efficiency.

Burroughs Wellcome & Co. have always been prominently associated with the introduction of medicaments of particular interest, including, in addition to products mentioned elsewhere in this booklet, 'TABLOID' BRAND EPHEDRINE HYDROCHLORIDE, extremely valuable in the treatment of asthmatic conditions; 'NEOSTAM' BRAND STIBAMINE GLUCOSIDE, an antimony compound  $1/20$ th the toxicity of antimony tartrate, for the treatment of Leishmaniasis and Schistosomiasis; 'INFUNDIN' PITUITARY (Posterior Lobe) EXTRACT; 'HYPOLOID' QUININE AND URETHANE, for the treatment of varicose veins by intravenous injection; 'BICREOL' BRAND BISMUTH CREAM and 'HYPOLOID' BRAND BISMUTH METAL, the ideal preparations of metallic bismuth for the treatment of syphilis; and 'ETHIDOL' BRAND ETHYL IODO-RICINOLEATE and 'IODICIN' for intensive iodine treatment.

Some  
noteworthy  
products





## EXHIBITS OF FINE CHEMICAL AND THERAPEUTIC AGENTS

Cases of this type occupy positions marked 1 and 7 on Plan (page 4). In them are presented Fine Chemicals, Alkaloids and Galenicals, including examples of products produced by original research pioneered by Burroughs Wellcome & Co.

*(See pages 7-27)*





## DIETARY ADJUNCTS

IMPORTANT additions to the list of Burroughs Wellcome & Co. dietetic preparations are 'DEXIN' High Dextrin Carbohydrate, for modifying cows' milk for infant feeding and for use in invalid dietary; also 'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL (B Vitamins Fortified).

TRADE  
MARK

'DEXIN' BRAND

### HIGH DEXTRIN CARBOHYDRATE

'DEXIN,' the result of researches carried out at the Wellcome Experimental Laboratories, New York, provides palatable, easily-digested carbohydrate for modifying cows' milk in infant feeding and for addition to the diet of the convalescent or adults subject to intestinal disturbances of a fermentative nature. During pregnancy, 'DEXIN' meets the increased maternal demand for carbohydrate. Its approximate composition is Dextrin, 75 per cent.; Maltose, 24 per cent.; Mineral Ash, 0.25 per cent.; Moisture, 0.75 per cent.

'DEXIN' is soluble in all proportions in milk and water and may be given to adults with coffee, cocoa or milk, or sprinkled on fruit or cereals.

Literature is available with chart of measured 'DEXIN' feeding for infants up to 12 months.

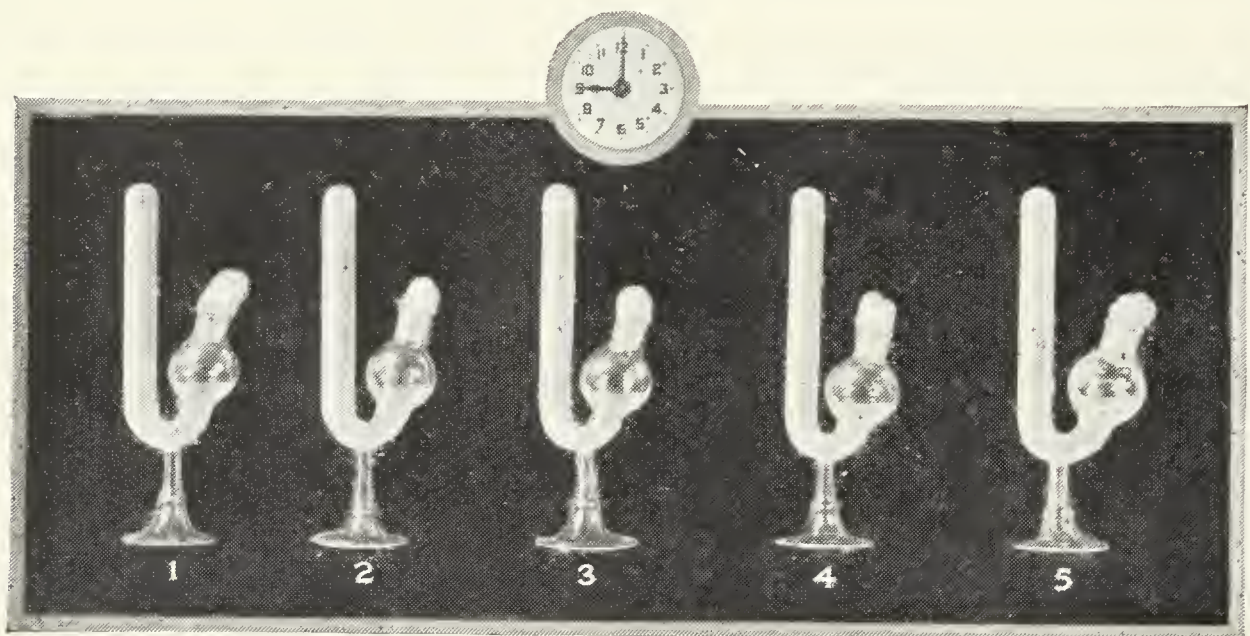
'DEXIN' prevents the formation of indigestible milk curds and facilitates the digestion of milk by the infant, providing, at the same time, palatable, easily-assimilated carbohydrates.



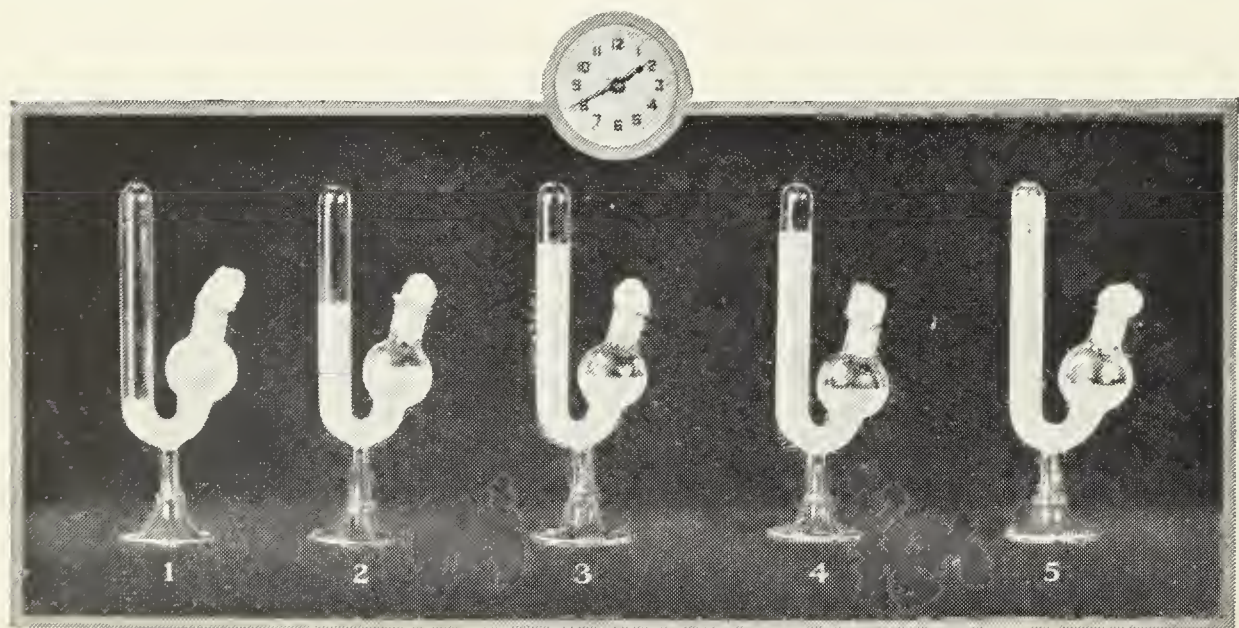
## FERMENTATION TESTS

Equivalent weights of substances under comparison in each standard fermentation tube. 10 c.c. water and 1/2 gramme active bakers' yeast added. Tubes allowed to stand at room temperature (75° F.). The development of the gas would have been even more rapid at body temperature. In each case all tubes were photographed simultaneously.

Tube 1 contains maltose; tubes 2, 3 and 4 contain proportionate amounts of maltose-dextrin mixtures; and tube 5 contains 'DEXIN.'



A. Commencement of test.



B. The same tubes taken 281 minutes ( $4\frac{3}{4}$  hours approx.) after Photograph A. Note the relatively small degree of fermentation in the 'DEXIN' tube (No. 5) compared with the maltose-dextrin mixtures and the maltose tube (No. 1).



As 'DEXIN' is not fermented by most intestinal bacteria, it checks tendency to infantile diarrhoea and provides a valuable high dextrin carbohydrate food for adults, especially those liable to intestinal fermentation.



#### Preparation

TRADE MARK 'DEXIN' BRAND HIGH DEXTRIN CARBOHYDRATE [SEE LIST B. W. & Co.]

*Tins of 12 ounces and 3 lb.*

### 'KEPLER' HÆMOGLOBIN

WITH MALT EXTRACT AND COD LIVER OIL

(B VITAMINS FORTIFIED)

*Prescribed as 'KEPLER' H.M.O.V.*

(Alcoholic content, 0.7 per cent.)

This preparation is not only rich in Vitamins A, B and D, but presents the natural iron-containing constituent of the blood—hæmoglobin—which is more readily absorbed from the alimentary canal than inorganic salts of iron.

The nausea experienced by some patients after taking cod liver oil has been effectively overcome in 'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL. No taste of the oil remains in this combination, and difficulty of administration does not arise. This fact alone would be sufficient to give a position of great usefulness to the physician.

Nausea after  
Cod Liver Oil  
overcome

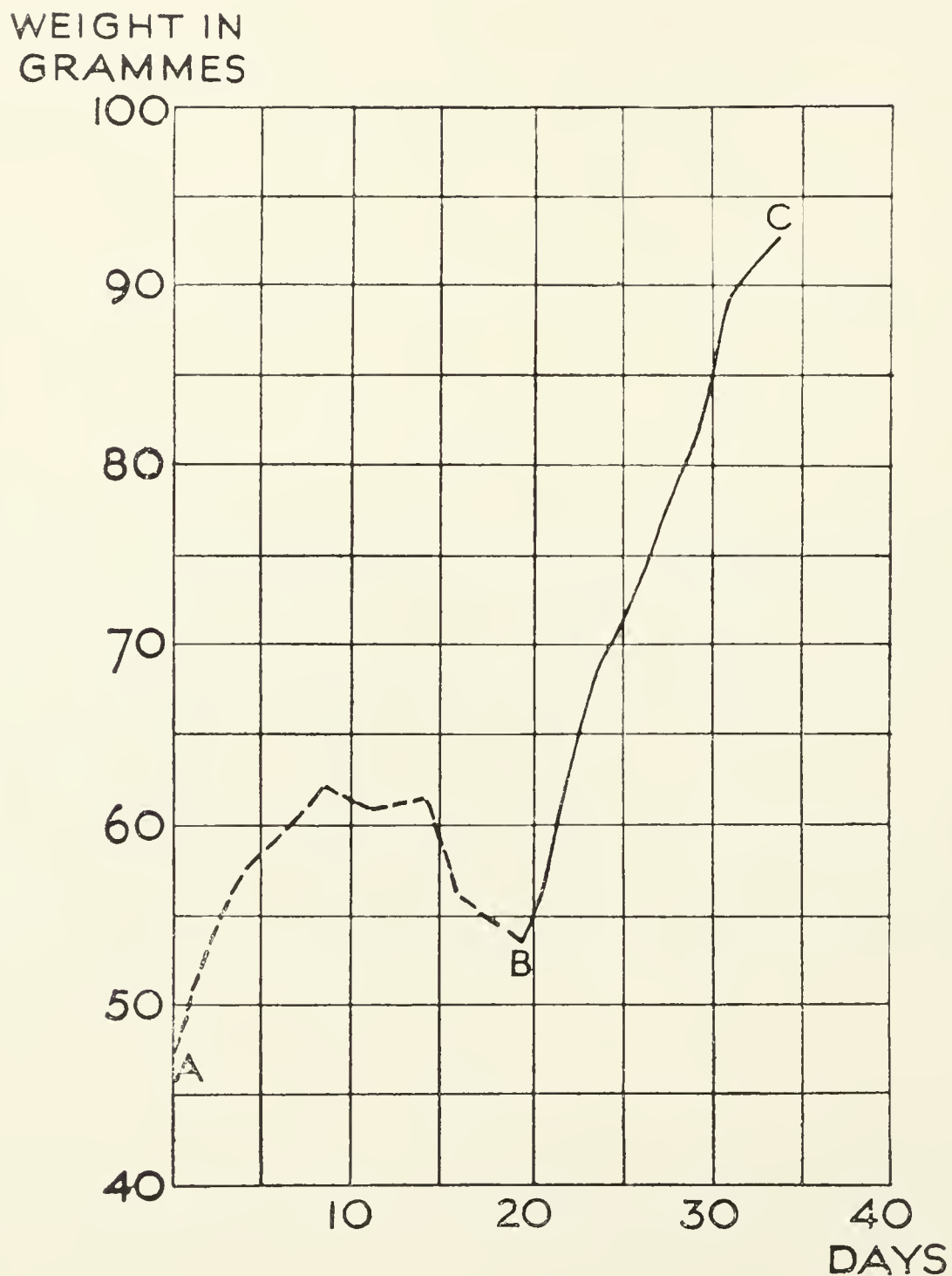
The combination has, however, a greater claim which places it in a unique position amongst dietary medicaments. Malt extract contains the B vitamins, and this product is further fortified in this important respect with B vitamins from yeast. Vitamin B deficiency is always a serious factor in cases of hypo-vitaminosis. The problem of adding a supply of Vitamin B to the diet, in addition to Vitamins A and D, is simplified by prescribing 'KEPLER' H.M.O.V.

Vitamin B  
content of  
Malt Extract





**'KEPLER' HÆMOGLOBIN**  
 WITH MALT EXTRACT AND COD LIVER OIL  
 (B VITAMINS FORTIFIED)



**CHART OF FEEDING TESTS SHOWING  
 AVERAGE GAIN IN WEIGHT**

The broken line from A to B indicates the loss of weight during a twenty-day depletion period, when the diet contained no Vitamin B<sub>1</sub>. At the point indicated by B, a daily dosage of 2 grammes of 'KEPLER' H.M.O.V. was added to the diet, and the prompt response is shown. From B to C, a period of fourteen days, the average total increase was 39·2 grammes, representing a gain of 72 per cent. over the weight at B, or a daily gain of 2·8 grammes.



## THE IDEAL DIETARY ADJUNCT



Few conditions of hypo-vitaminosis can be considered as due entirely to the lack of one single vitamin. The symptoms due to the deficiency of one vitamin are accentuated when the complication of deficiency in another vitamin is superadded. The physician in these cases is faced with the task of thoroughly rebuilding the diet with the introduction of a full vitamin content.

Diets deficient in vitamins may be fully completed by administering 'KEPLER' H.M.O.V. and adding fruit to the diet. Whichever one of the varied types of nutritional disorders the physician approaches, either in infants or in adults, this product simplifies the problem in a fashion not to be obtained by other means.

## Preparation

'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL  
(Trade Mark) (B Vitamins Fortified) [SEE LIST B. W. & Co.]

Each fluidounce contains Hæmoglobin, gr.  $4\frac{3}{5}$

*Bottles of two sizes*

## OTHER TRADE 'KEPLER' MARK PRODUCTS

'KEPLER' MALT EXTRACT [SEE LIST B. W. & Co.]  
(Trade Mark)

*Bottles of two sizes*

'KEPLER' COD LIVER OIL [SEE LIST B. W. & Co.]  
(Trade Mark)

*Bottles of 4, 8 and 16 fluidounces*

'KEPLER' COD LIVER OIL WITH MALT EXTRACT [SEE LIST B. W. & Co.]  
(Trade Mark)

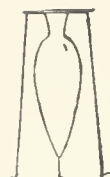
*Bottles of three sizes*

'KEPLER' MALT EXTRACT and 'KEPLER' COD LIVER OIL WITH MALT EXTRACT are also available in combination with medicaments such as Iron Iodide, Hypophosphites, etc.

*For full list, see Wellcome's Excerpta Therapeutica*

All Burroughs Wellcome & Co. Malt products, including 'Kepler' Cod Liver Oil with Malt Extract, are prepared from diastatic malt extract.



TRADE  
MARK

'TABLOID' BRAND

## YEAST CONCENTRATE

Prepared from selected brewers' yeast

Yeast is a valuable source of the food factors comprised in the Vitamin B complex.

The B vitamins cannot be stored in the body, and in severe cases of deficiency it is imperative to supply them in a concentrated condition, as presented in 'TABLOID' YEAST CONCENTRATE.

Vitamin B<sub>1</sub> is stated to be anti-neuritic in effect and to counteract beri-beri. It promotes appetite, digestion and tonicity of the digestive tract, helps to protect the system from nerve disease and, when combined with B<sub>2</sub>, promotes growth and is essential for normal reproduction and lactation. Vitamin B<sub>2</sub> helps to prevent pellagra and stimulates growth. Infants whose diet is deficient in the B vitamins are pale, under-nourished, fretful, restless and refuse to take their food; it has been reported that when brewers' yeast is added to the diet recovery is rapid.

During childhood and adolescence, the growth-promoting factors (in which yeast is rich) are of particular value, and recent reports suggest that Vitamin B is especially important in maintaining and regulating the normal activity of certain glands.

For the pregnant or nursing mother, 'TABLOID' YEAST CONCENTRATE provides an excellent means for augmenting the Vitamin B supply to meet the greatly increased requirement.

It has been reported that the pernicious anæmia of pregnancy and "tropical anæmia" have been successfully treated with brewers' yeast.

**Preparation**

TRADE MARK 'TABLOID' BRAND YEAST CONCENTRATE, gr. 1-3/4 [SEE LIST B.W. & Co.]

*Bottles of 100 and 500*









## THE DUCKS

Negative and print  
developed with  
'TABLOID' 'RYTOL'

Bromide print  
toned with  
'TABLOID' SEPIA  
TONER  
'TABLOID' BLUE  
and  
GREEN TONERS

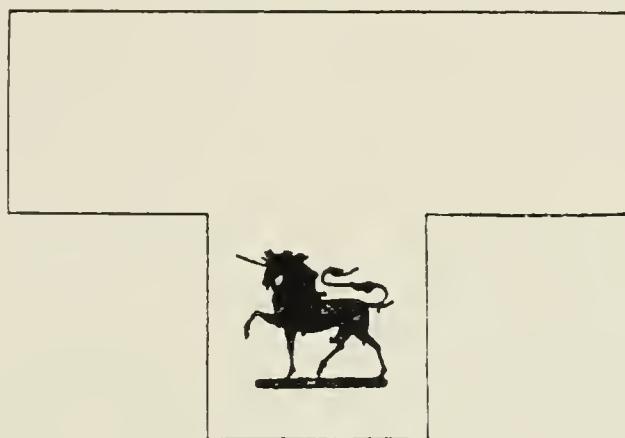
Stained with  
'SOLOID'  
YELLOW STAIN



## THE CANARY

Negative developed with 'TABLOID' 'TANCOL'  
Bromide print developed with 'TABLOID' 'RYTOL,' toned with 'TABLOID'  
SEPIA and BLUE TONERS and stained with 'SOLOID' YELLOW STAIN





TRADE MARK

TRADE MARK 'TABLOID' BRAND

MEDICAL EQUIPMENTS

AND

EMERGENCY

FIRST-AID

FOR

PHYSICIANS

EXPLORERS

TRAVELLERS

SETTLERS

MISSIONARIES

CAMPERS

AND FOR USE IN

HOME

OFFICE

GARAGE

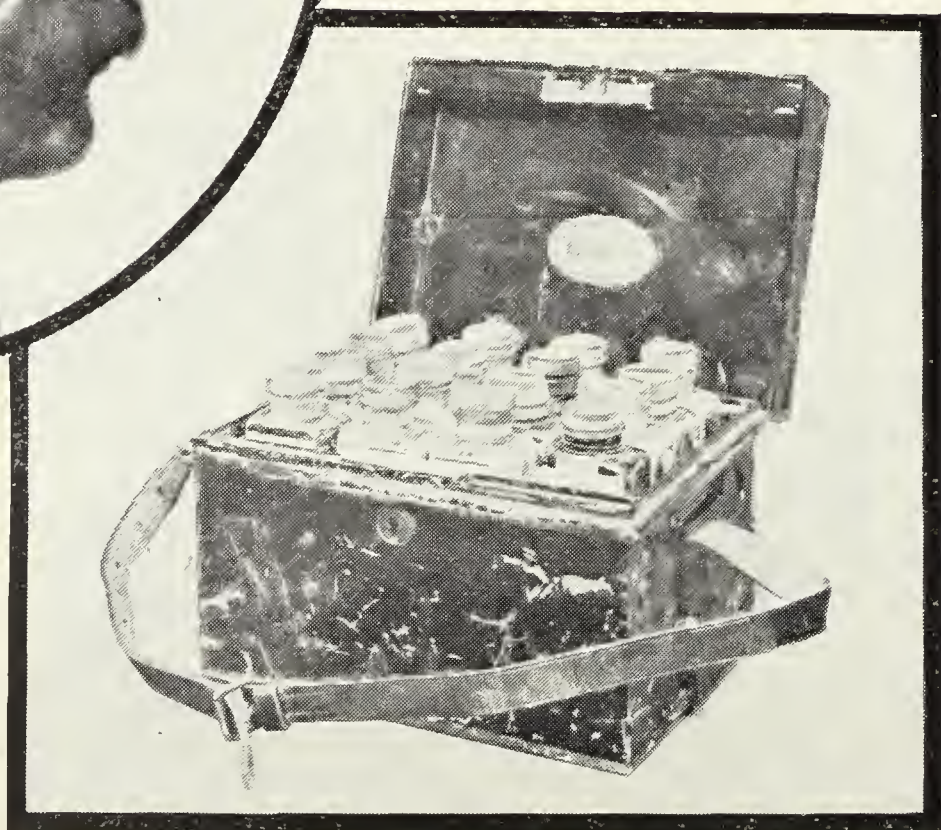
FACTORY OR PLANT



REAR-ADMIRAL PEARY



First to reach  
the NORTH  
POLE,  
April 6,  
1909



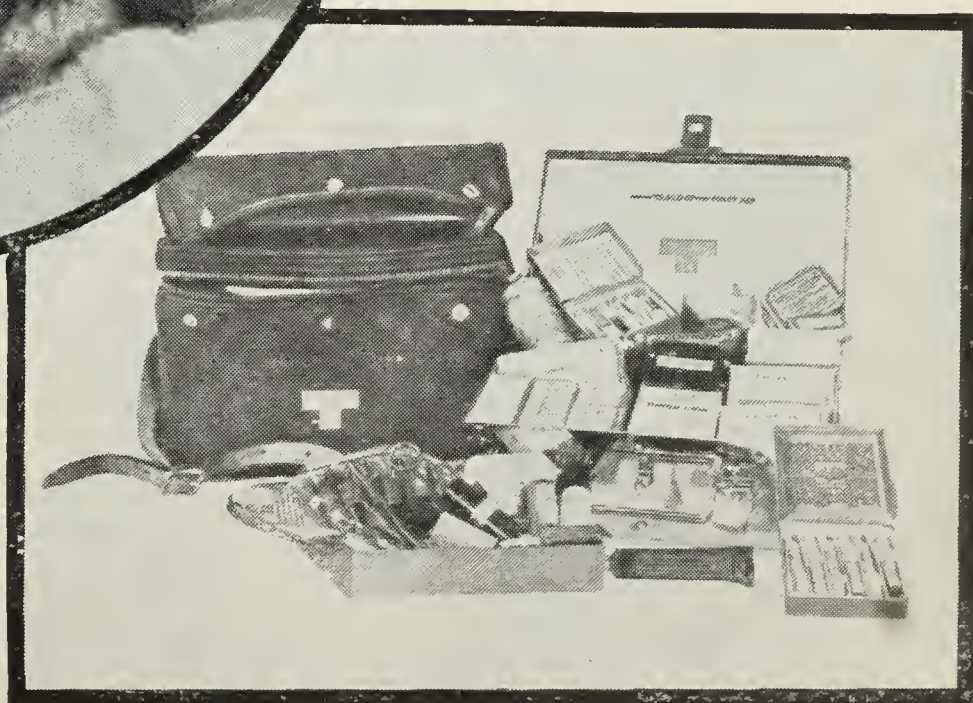
ONE OF REAR-ADMIRAL PEARY'S NORTH POLAR  
'TABLOID' MEDICINE CHESTS



REAR-ADMIRAL BYRD



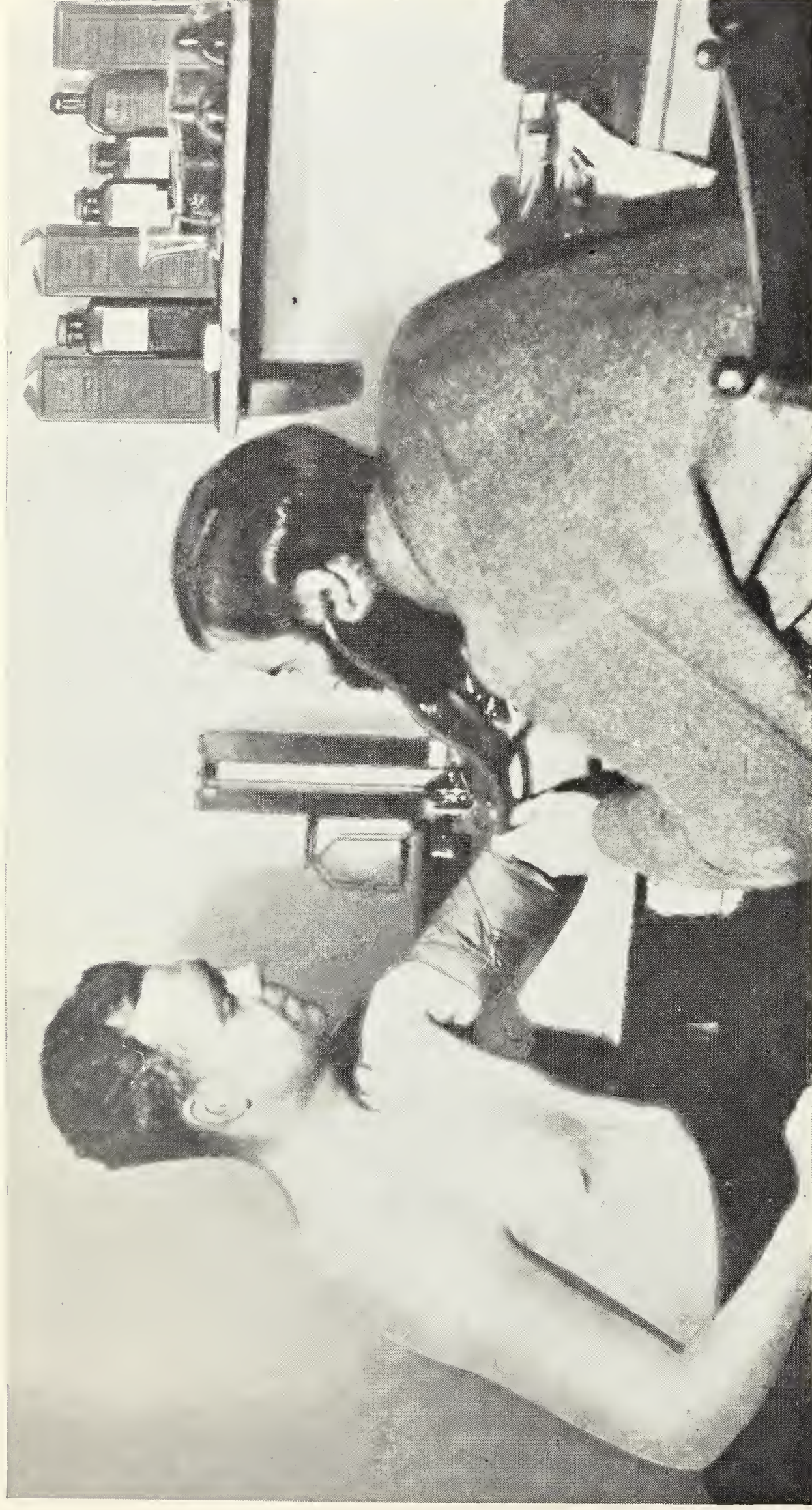
First to fly  
to the  
SOUTH  
POLE,  
November 29,  
1929



ONE OF REAR-ADMIRAL BYRD'S SOUTH POLAR  
'TABLOID' MEDICINE CASES



A SECTION OF THE WELLCOME DISPENSARY AT "LITTLE AMERICA"



Copyright—Byrd Antarctic Expedition

Examination of a patient in the Wellcome Dispensary at "Little America," so named by Rear-Admiral Byrd as a complimentary tribute to Sir Henry Wellcome. Rear-Admiral Byrd has relied on 'Tabloid Medical Outfits for all his Expeditions. This Dispensary is equipped with 'Wellcome' Chemicals, 'Tabloid'

Medicaments and Dressings and other Burroughs Wellcome & Co. products





## HISTORIC

### TRADE MARK 'TABLOID' BRAND MEDICAL EQUIPMENTS

THE following extract from the "Official World's Fair Weekly," Chicago, July 22, 1933, describes the Burroughs Wellcome & Co. Exhibit of Historical Medical Equipments there shown. The present exhibit is enlarged by the addition of Historic Cases used in the 1933 Expeditions to Mount Everest by land and air.

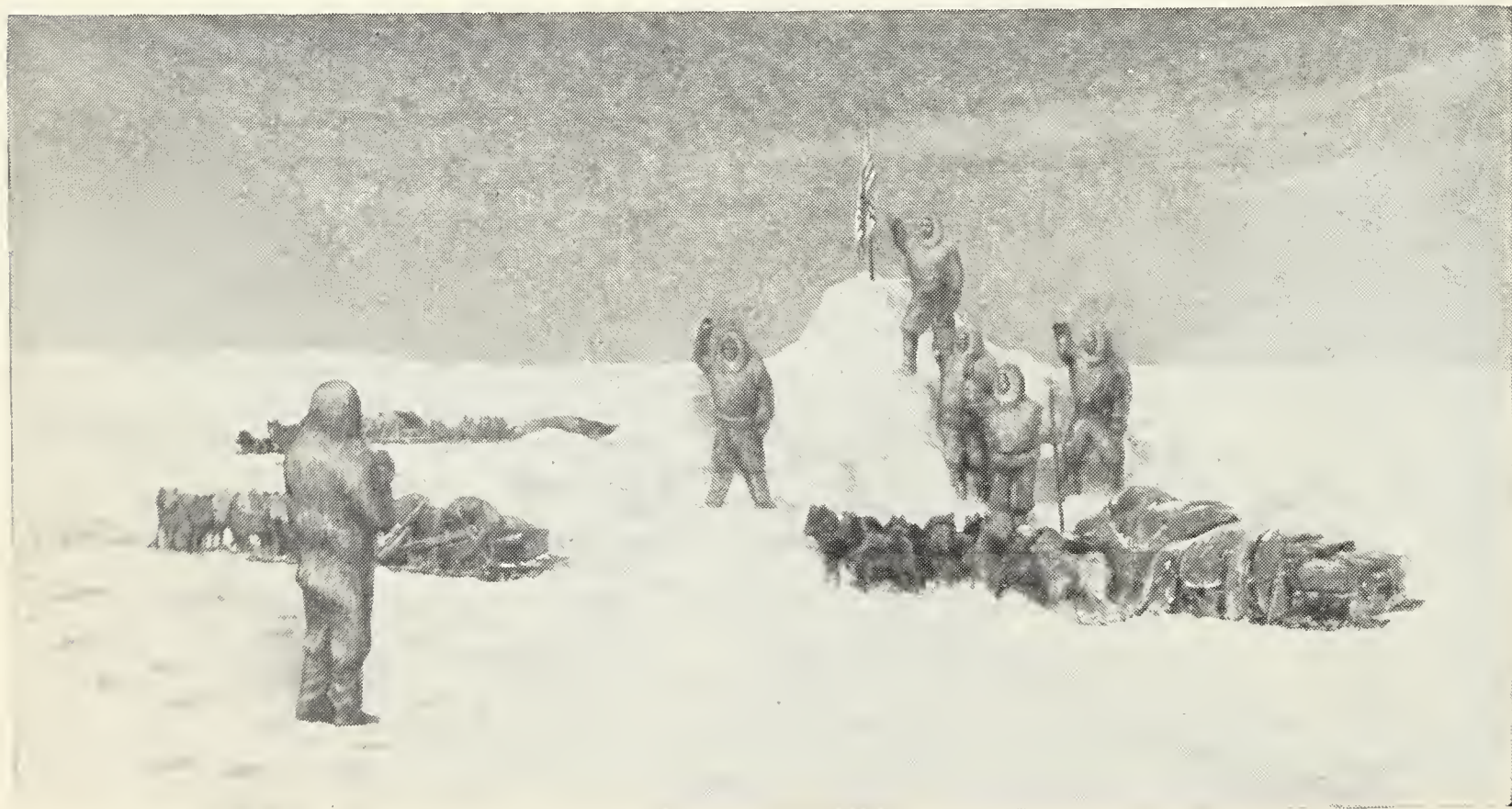
"Wherever the British Lion goes, there also goes the Unicorn, which represents Burroughs Wellcome & Co. You'll always find the two together, whether it is in the heart of Darkest Africa or at either of the two Poles. The same sun that never sets on the great Empire never sets on 'Tabloid' Medical Equipments either. Burroughs Wellcome & Co. are here at 'A Century of Progress' with one of the most thrilling displays that we have seen. Their dioramas whisk you away to all parts of the world so fast that it makes you dizzy. In one of them you are with Amundsen as he flew across the North Pole in 'The Norge'; in another you're trudging along over the eternal snows with Nansen as he leaves 'The Fram' and takes to the sledges. A moment later you are circling the world with the U.S. Army Fliers, who went round in the spring and summer of 1924. A quick change of temperature now, and you see Stanley on his first expedition into the black and dismal heart of Africa. You fly with Ross Smith from England to Australia—and back the other way with Sir Alan Cobham. A moment later you are away with Roy Chapman Andrews to the Gobi Desert and the high Himalayas. Finally, you go away with Byrd and Balchen in their 'plane through that narrow dangerous gorge that led to the South Pole. But what have Burroughs Wellcome & Co., those staid manufacturing chemists, to do with all this? Nothing, except that they went along, not in person, mind you, but represented in all these flights and expeditions and adventures by their famous 'Tabloid' Equipments. As



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



STANLEY—FIRST TO CROSS DARKEST AFRICA  
Sir H. M. Stanley and his porters being attacked by pygmies in the  
forest jungles of Equatorial Africa



PEARY—FIRST TO REACH THE NORTH POLE  
Commander Peary and five companions grouped on a hard snow  
mound erected at the North Pole



adventurers have followed the flags of their countries into the vastnesses of unexplored bits of the world, the medicaments of Burroughs Wellcome & Co. have followed them—or rather gone with them, their one assurance of security.’’



## DIORAMAS

Some of the pioneer feats of exploration with which ‘Tabloid’ Medical and Emergency First-Aid Equipments have been associated are depicted in a series of dioramas (*see Plan, page 4, Exhibits 14, 15, 18 and 19*).

These include:—

STANLEY IN CENTRAL AFRICA

PEARY AT THE NORTH POLE

AMUNDSEN AT THE SOUTH POLE

SCOTT EN ROUTE FOR THE SOUTH POLE

BLERIOT'S PIONEER CHANNEL FLIGHT

ALCOCK'S PIONEER TRANSATLANTIC FLIGHT

ROSS SMITH'S PIONEER FLIGHT TO AUSTRALIA

U.S.A. ARMY AIR SERVICE PIONEER WORLD  
FLIGHT

REAR-ADMIRAL BYRD'S PIONEER SOUTH POLAR  
AND TRANSATLANTIC FLIGHTS

R 34 PIONEER AIRSHIP TRANSATLANTIC  
FLIGHT

PIONEER CLIMBING EXPEDITION TO MOUNT  
EVEREST

THE CONQUEST OF MOUNT EVEREST BY AIR  
ETC.

There are 24 dioramas in all. The Relic Cases used in these Expeditions are exhibited in cases marked 8 on Plan. The Route Maps of the Polar Expeditions are also of outstanding interest.



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



NANSEN—PIONEER ARCTIC EXPLORER

Nansen, one of the pioneers of Arctic exploration, starting from "The Fram," on the sledge journey which gave him the contemporary record of "Farthest North," 1893-96



DUC D'ABRUZZI—PIONEER ITALIAN POLAR EXPEDITION  
Reached  $86^{\circ} 33' 49''$ , the record Northern latitude at that date (1899)





TRADE  
MARK 'TABLOID' BRAND

## CHESTS AND CASES

THE EXHIBIT shows photographs and relics of Burroughs Wellcome & Co. Medicine Cases carried by many famous explorers, travellers and aviators in every part of the world on many epic adventures.

'TABLOID' MEDICAL EQUIPMENTS hold the unique record and distinction of having been the **only** medical outfits carried to or over the Poles by land, by sea and by air. Peary, Amundsen, Scott and Byrd, conquerors of either North or South Pole, or both, relied entirely on 'Tabloid' Medicaments and Equipments.

A 'Tabloid' Medicine Case was used by Rear-Admiral Byrd, U.S.N., on his flight to the North Pole and, later, on his South Polar Expedition. On his transatlantic flight he carried 'Tabloid' First-Aid.

The credit of being the first to circumnavigate the globe through the air belongs to Lieutenant Lowell H. Smith and his companions of the U.S.A. Army Air Service. Each plane carried as its sole medical equipment a 'Tabloid' Medicine Case.

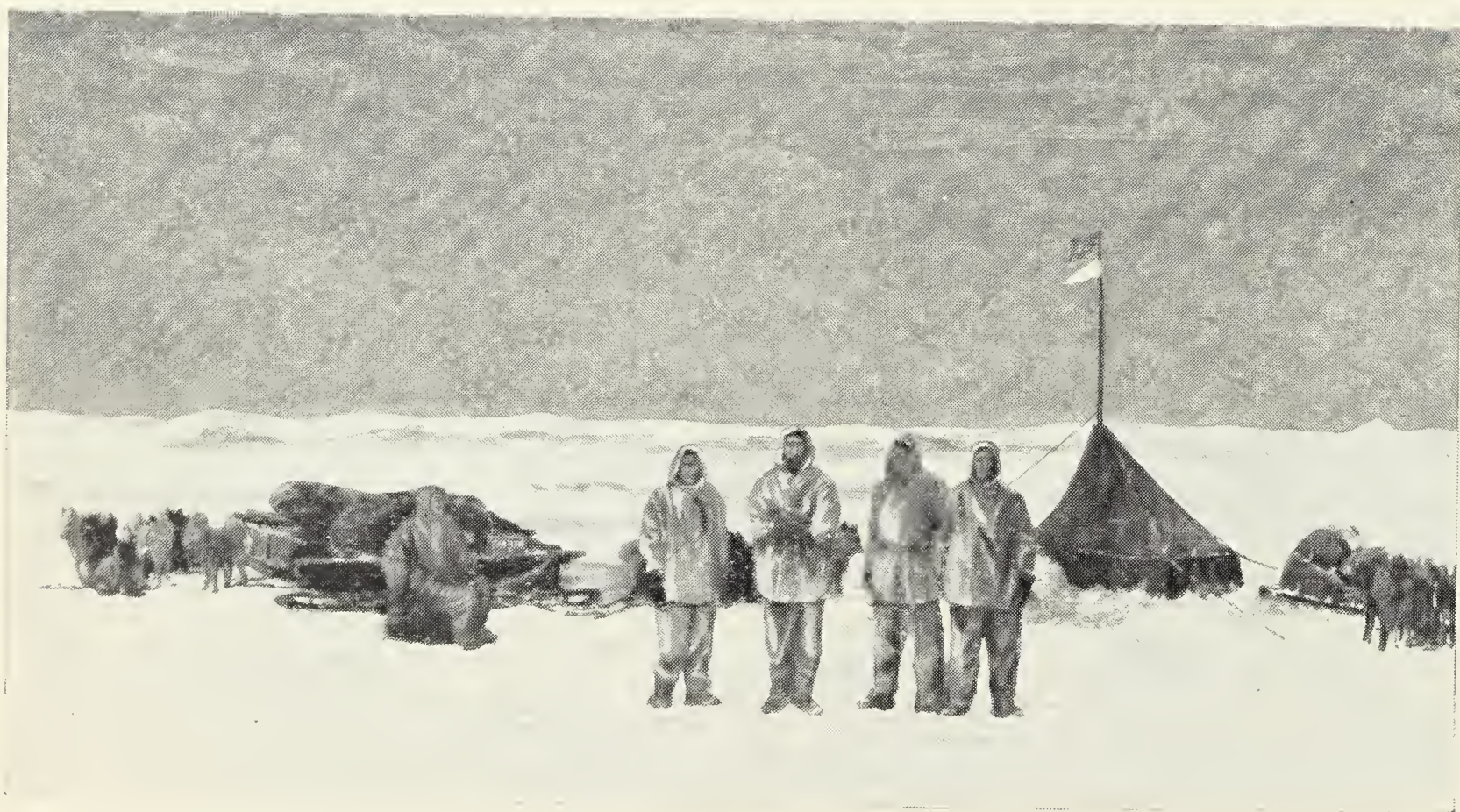
That preference should, time after time, be given to Burroughs Wellcome & Co. outfits, is not mere coincidence. Each succeeding order for 'Tabloid' Equipments is a striking and irrefutable tribute to the efficiency of the last.



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



SHACKLETON—FIRST TO REACH THE SOUTH MAGNETIC POLE  
The party from the Expedition at the South Magnetic Pole



AMUNDSEN—FIRST TO REACH THE SOUTH POLE  
Amundsen and his four companions at the South Pole, December 14, 1911



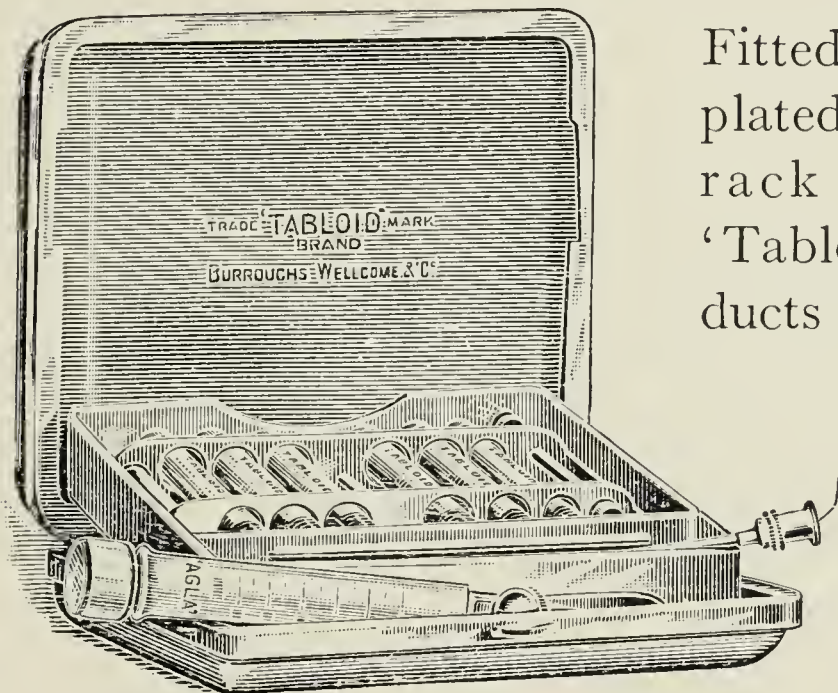
TRADE  
MARK

'TABLOID' BRAND

## HYPODERMIC POCKET-CASES

Provide complete Equipments for hypodermic work in the smallest possible space. The metal cases may readily be sterilised on removal of their contents.

### NO. 7 'TABLOID' BRAND ASEPTIC HYPODERMIC POCKET-CASE



Fitted with detachable nickel-plated aseptic frame with rack carrying tubes of 'Tabloid' Hypodermic products and holders for syringe and needles.

Aluminium and  
Solid Silver.

No. 7 'Tabloid' Brand Aseptic Hypodermic  
Pocket-Case

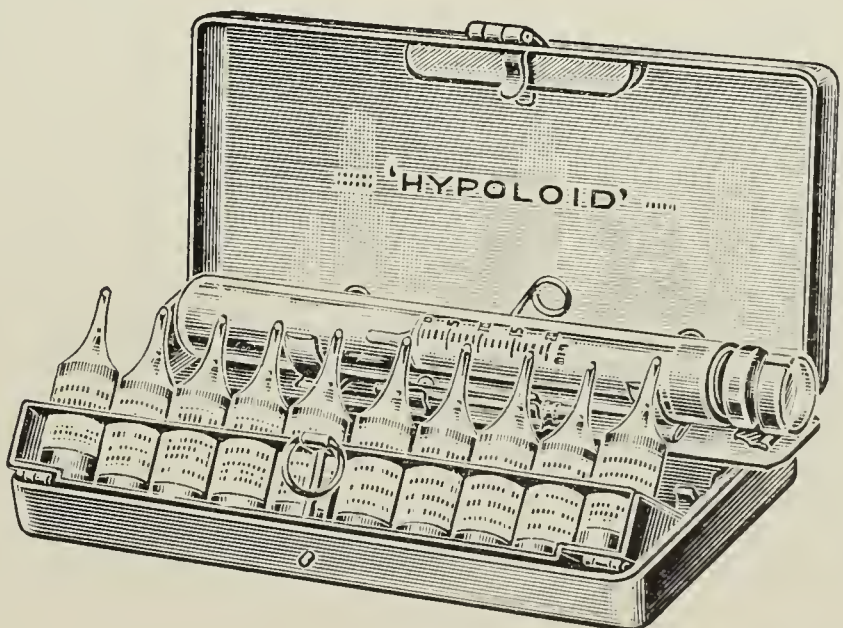
Measurements:  $3\frac{1}{2} \times 3\frac{1}{8} \times \frac{7}{8}$  in.

## HYPODERMIC AND OPHTHALMIC POCKET-CASES

An efficient, compact and portable Outfit equipped for immediate hypodermic injection.

### NO. 62 'HYPOLOID' BRAND HYPODERMIC POCKET-CASE

Contains an 'AGLA' Aseptic Hypodermic Syringe (min. 20 or 1 c.c.), two 'AGLA' needles, 10 'Hypoloid' products, two files and a list of 'Hypoloid' preparations.



Nickel-plated Metal.

Weight, about 9 oz.

No. 62 'Hypoloid' Brand Hypodermic Pocket-Case

Measurements:  $5\frac{7}{16} \times 2\frac{5}{8} \times \frac{7}{8}$  in.





HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



SCOTT—FIRST ENGLISHMAN TO REACH THE SOUTH POLE  
Scott and his companions at the Base Camp. His ship, the  
"Terra Nova," and Mount Erebus are shown in the background



BLERIOT—FIRST TO FLY ACROSS THE ENGLISH CHANNEL  
Bleriot approaching the English Coast on the morning of  
July 25, 1909



TRADE  
MARK

'TABLOID' BRAND

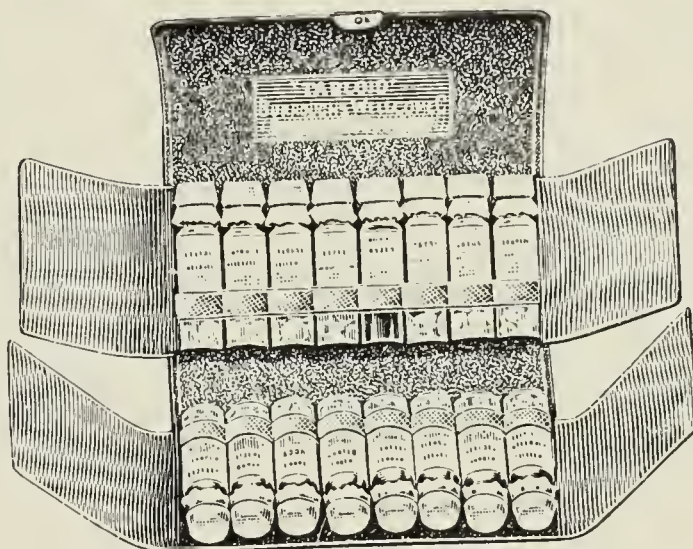
## MEDICINE CHESTS AND CASES

'TABLOID' Brand Medicine Chests and Cases have earned a reputation for convenience, portability and efficiency which places them in a class by themselves.



### NO. 117 'TABLOID' BRAND MEDICINE POCKET-CASE

Contains *sixteen*  $\frac{1}{2}$  oz. phials of 'Tabloid' Brand products. Also gusset pocket for dressings or papers, etc., etc. In Morocco, Brown or Green Seal or Crocodile Leather, Cowhide and in Pigskin

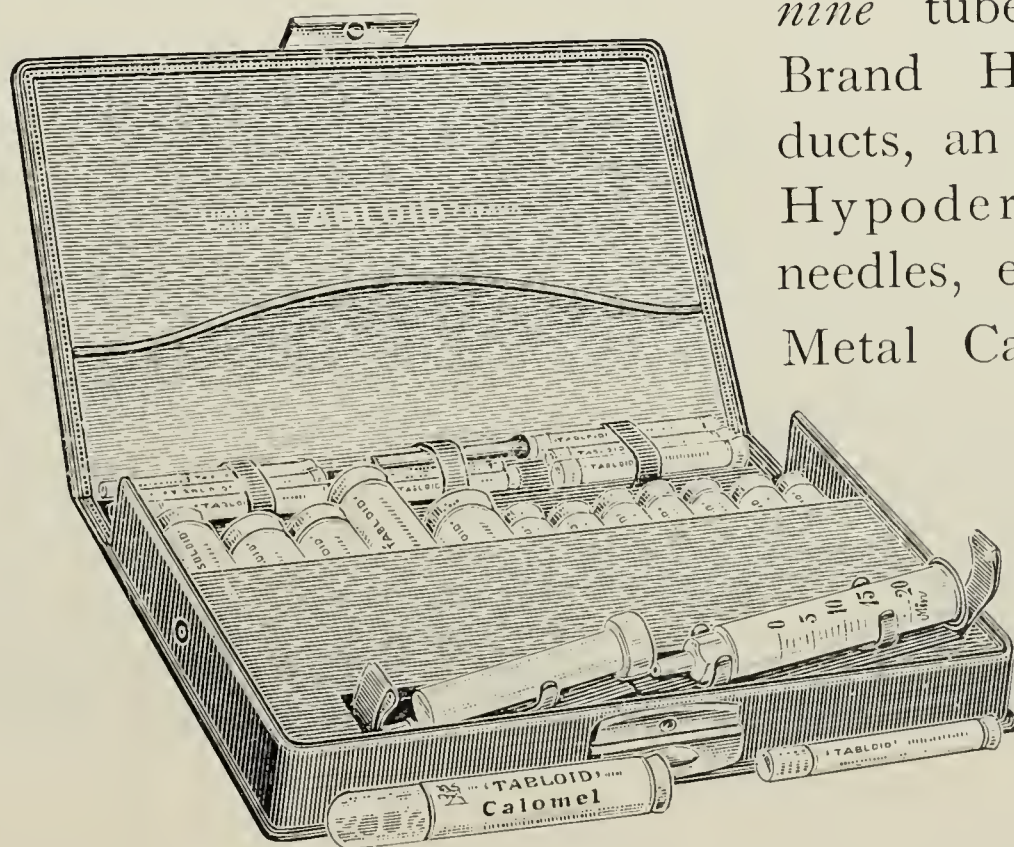


No. 117 'Tabloid' Brand Medicine Pocket-Case  
Measurements:  $7\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{5}{8}$  in.

### NO. 128 'TABLOID' BRAND MEDICINE POCKET-CASE

A compact Case specially suitable for hard wear. Contains *fourteen* tubes of 'Tabloid' and 'Soloid' Brand products, *nine* tubes of 'Tabloid' Brand Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, needles, etc.

Metal Case covered with  
Black Morocco  
Leather



No. 128 'Tabloid' Brand Medicine Pocket-Case

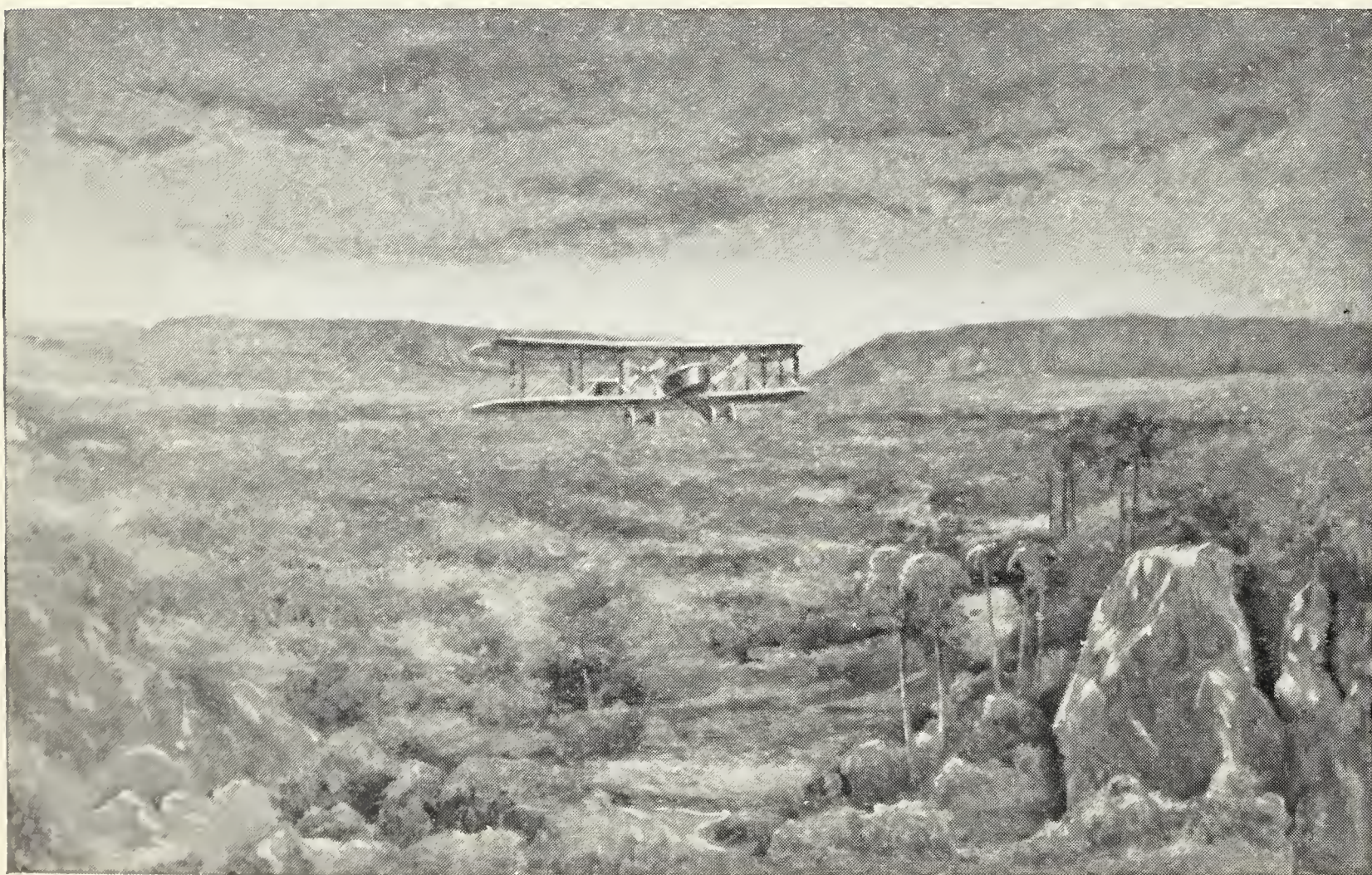
Measurements:  $6 \times 3\frac{3}{4} \times 1$  in.



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



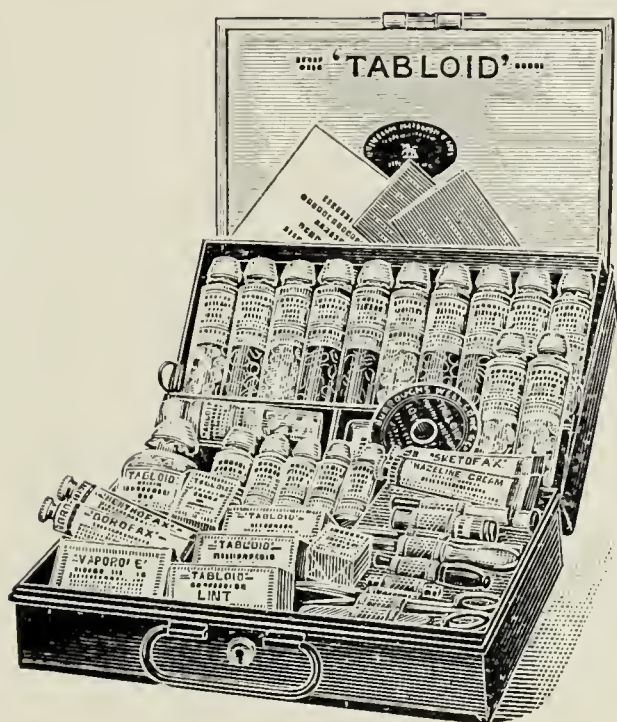
ALCOCK—FIRST TO MAKE DIRECT TRANSATLANTIC FLIGHT  
Sir John Alcock's machine approaching the Irish Coast on the  
morning of June 15, 1919



ROSS SMITH-- FIRST TO FLY FROM ENGLAND TO AUSTRALIA  
Concluding stage of pioneer flight over a dozen countries  
November 12 to December 10, 1919



NO. 231 'TABLOID' BRAND MEDICINE CASE



An excellent Equipment for  
missionary, expeditionary, or  
itinerant use.

Black Japanned Metal

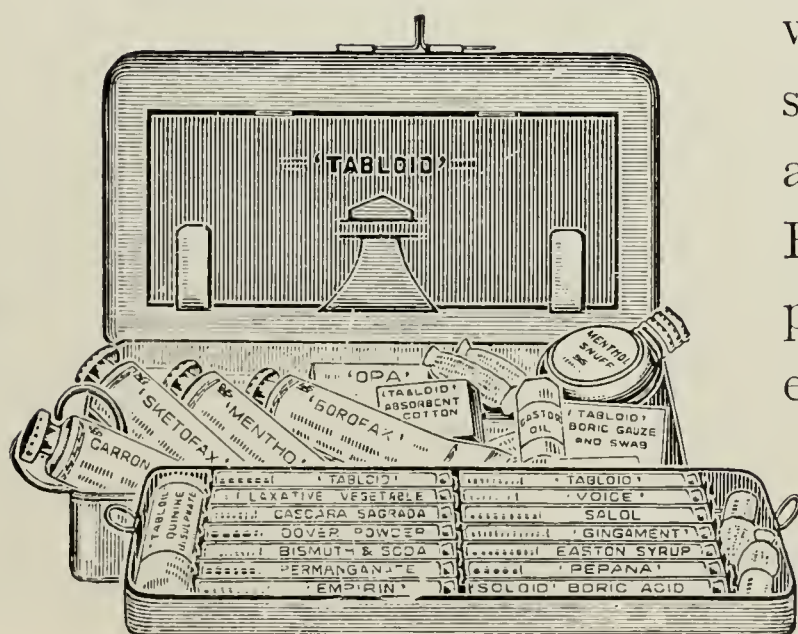
No. 231 'Tabloid' Brand Medicine Case

Measurements: 11 X 8 X 3 $\frac{5}{8}$  in.

Weight, about 8 lb.

NO. 261 'TABLOID' BRAND MEDICINE CASE

(*"The Orient"*)



Elegant, compact and  
well-fitted, this Case is  
specially devised and  
arranged for service in the  
East. A reliable com-  
panion that will provide  
efficient aid on the spot.

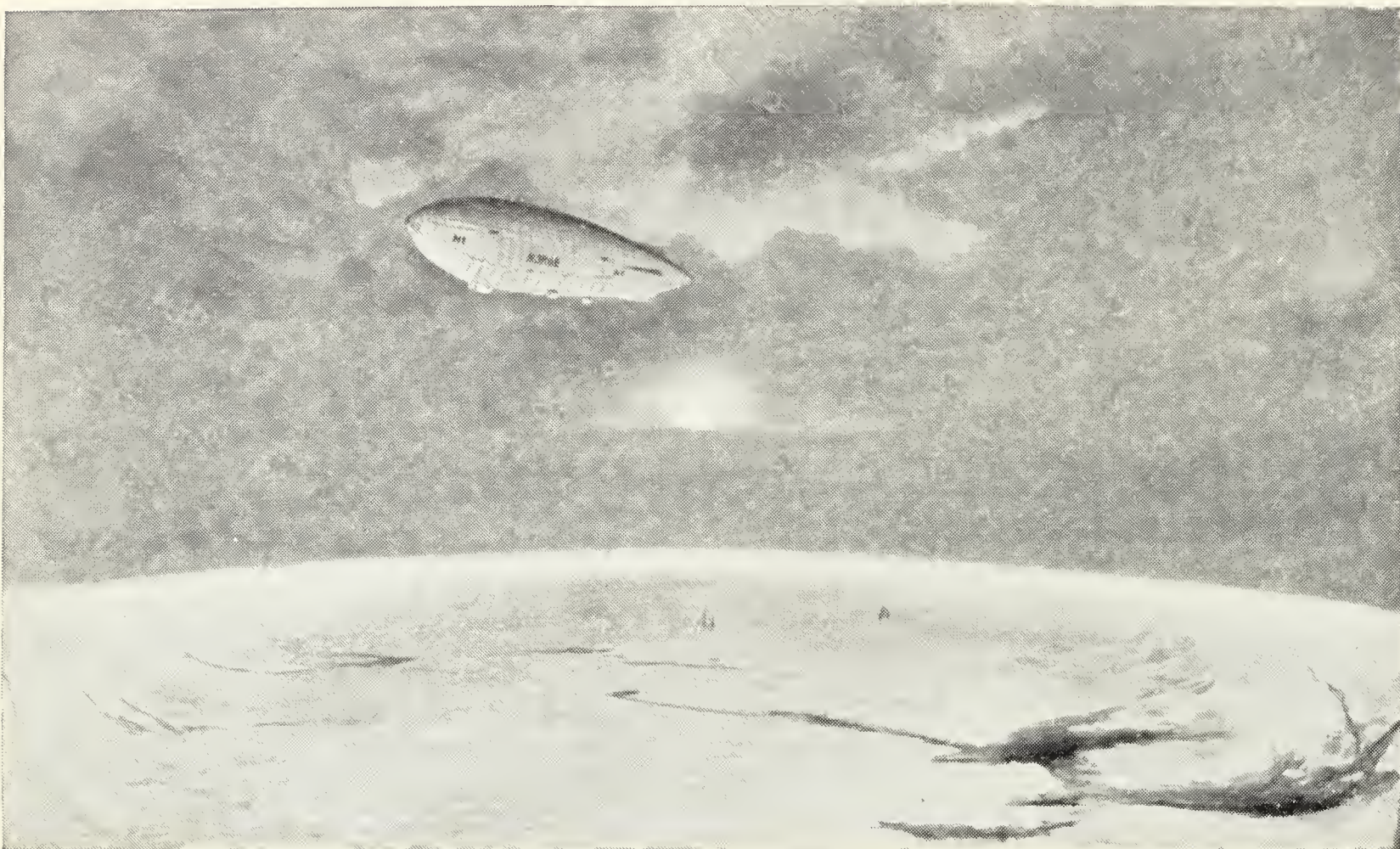
Aluminised  
Metal

No. 261 'Tabloid' Brand Medicine Case

Measurements: 7 $\frac{5}{8}$  X 4 $\frac{1}{4}$  X 2 $\frac{1}{4}$  in



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



AMUNDSEN-ELLSWORTH—THE FIRST AIRSHIP VOYAGE  
TO THE NORTH POLE

The Amundsen-Ellsworth Expedition accomplished the feat of flying  
by airship to the North Pole on August 12, 1925



REAR-ADMIRAL BYRD—FIRST AIRPLANE FLIGHT TO THE  
SOUTH POLE

Rear-Admiral Byrd is the only airman who has flown over both North  
and South Poles. His machine is here seen flying through the passage  
of Liv's Glacier en route to the South Pole



## NO. 40 ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE

(*"The Mussel Shell"*)



Contains an 'AGLA' Aseptic Hypodermic Syringe, each part held separately in a hold-fast clip; three needles and five tubes of 'Tabloid' Hypodermic Products  
Nickel-plated Metal, complete with soft leather cover

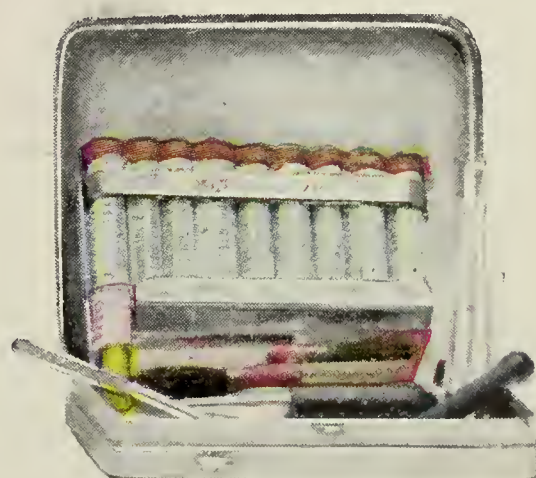
No. 40 Aseptic Hypodermic  
'Tabloid' Brand Pocket-Case

Measurements:  $3\frac{1}{2} \times 1\frac{3}{8} \times 1$  in.

## NO. 93 ASEPTIC OPHTHALMIC 'TABLOID' BRAND POCKET-CASE

Contains *nine* tubes of 'Tabloid' and 'Soloid' Ophthalmic products in removable tray, mortar and pestle, vulcanite rod, solution-dropper, two camel-hair brushes, and an eye-spud

Nickel-plated Metal



No. 93 Aseptic Ophthalmic 'Tabloid' Brand  
Pocket-Case

Measurements:  $2\frac{3}{8} \times 2\frac{1}{8} \times \frac{3}{8}$  in.



## NO. 126 'TABLOID' BRAND MEDICINE POCKET-CASE

Contains 26 tubes of  
'Tabloid' products for  
oral and hypodermic  
use, an 'AGLA' Hypo-  
dermic Syringe and  
two needles

In Cowhide, Morocco,  
Pigskin, Seal or  
Crocodile Leather



No. 126 'Tabloid' Brand Medicine Pocket-Case  
Measurements.  $5\frac{1}{2} \times 4 \times 1\frac{1}{2}$  in.

## NO. 258 'TABLOID' BRAND MEDICINE CASE

(*"The Settler's"*)



A compact outfit of  
emergency medica-  
ments and dressings.  
Specially adapted for  
settlers, planters, and  
for isolated farms or  
camps

Black Japanned Metal

No. 258 'Tabloid' Brand Medicine Pocket-Case  
Measurements.  $8\frac{1}{4} \times 5\frac{3}{4} \times 4\frac{3}{4}$  in.



## NO. 721 'TABLOID' BRAND FIRST-AID

*(Service Station Kit)*

Contains 'Tabloid' Bandage and Compresses, 'Borofax' Brand Boric Acid Ointment with Eye-Tip, 'Carofax' Brand Solidified Carron Oil, 'Vaporole' Aromatic Ammonia and 'Vaporole' Iodine Applicator

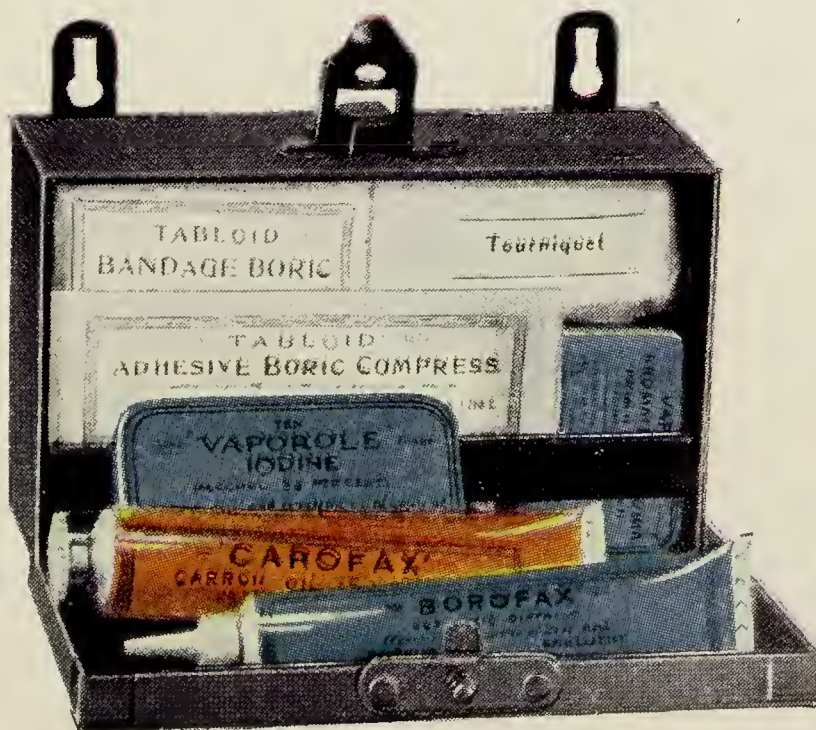
Japanned Metal



No. 721 'Tabloid' Brand First-Aid

Measurements:  $8\frac{1}{2} \times 7\frac{5}{8} \times 2\frac{3}{4}$  in.

## NO. 728 'TABLOID' BRAND FIRST-AID

*("Moto Kit")*

A smaller outfit than No. 721 *above*, but with similar contents, and with the addition of a tourniquet

Japanned Metal

No. 728 'Tabloid' Brand First-Aid

Measurements:  $5\frac{1}{8} \times 3\frac{1}{8} \times 2\frac{1}{8}$  in.





TRADE MARK 'TABLOID' BRAND FIRST-AID  
("PAC-KITS")



Unit type First-Aid Outfits, containing first-aid materials of the highest quality in standardised units and multiples of that unit

The dressings are sealed, sterilised and so wrapped that they are dirt and dust-proof

NO. 750. 'TABLOID' FIRST-AID — 10 UNIT  
Measurements:  $8 \times 5 \times 2\frac{7}{8}$  in.

NO. 751. 'TABLOID' FIRST-AID — 12 UNIT  
Measurements:  $9\frac{1}{4} \times 5 \times 2\frac{7}{8}$  in.

NO. 752. 'TABLOID' FIRST-AID — 16 UNIT  
Measurements:  $9 \times 6\frac{1}{2} \times 2\frac{7}{8}$  in.

NO. 753. 'TABLOID' FIRST-AID — 24 UNIT  
Measurements:  $9\frac{3}{8} \times 9\frac{1}{2} \times 2\frac{7}{8}$  in.

NO. 754. 'TABLOID' FIRST-AID — 36 UNIT  
Measurements:  $13\frac{3}{4} \times 9\frac{1}{2} \times 2\frac{7}{8}$  in.



TRADE  
MARK

# 'TABLOID' BRAND FIRST-AID

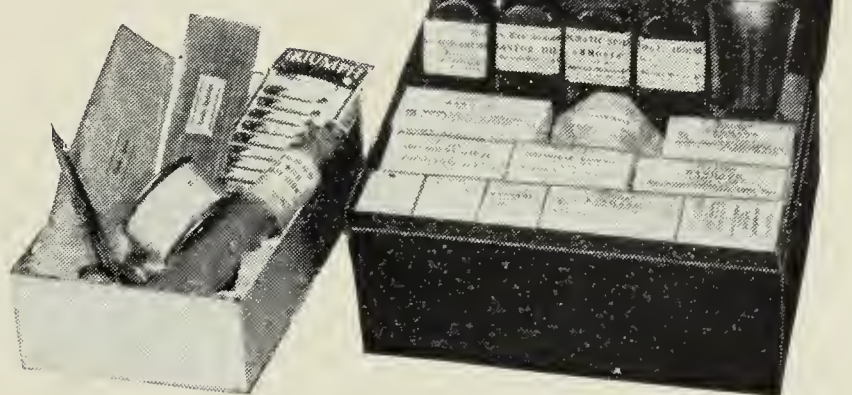
No. 742

## 'TABLOID' BRAND FIRST-AID

For Factories and Workshops

Complies with the  
requirements of the  
Industrial Com-  
pensation Rating  
Schedule, 1923

Japanned Metal



No. 742 'Tabloid' Brand First-Aid  
Measurements:  $8\frac{3}{4} \times 7 \times 4\frac{3}{4}$  in.

No. 744

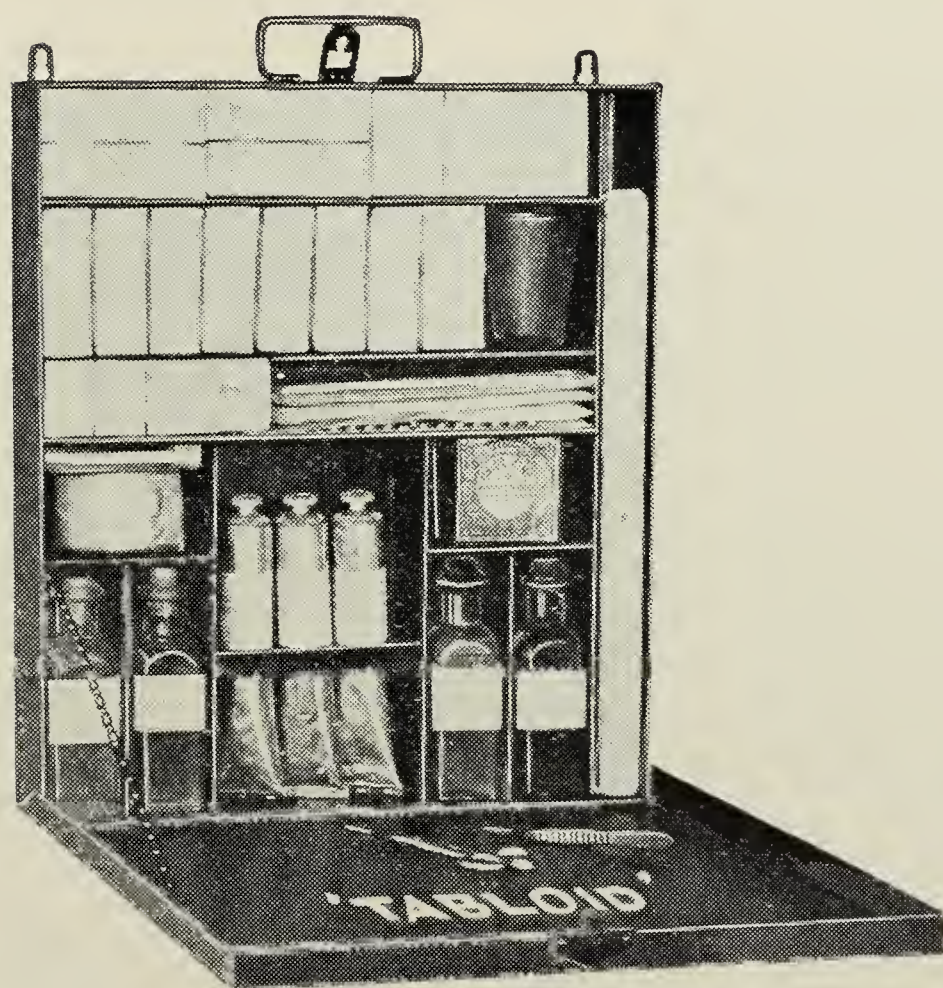
## 'TABLOID' BRAND FIRST-AID

A similar but more  
comprehensive  
equipment than  
No. 742

Designed for use as  
a wall case in depart-  
ments of workshops,  
factories, etc.

Complies with the  
requirements of the  
Industrial Com-  
pensation Rating  
Schedule, 1923

Japanned Metal



No. 744 'Tabloid' Brand First-Aid  
Measurements:  $13\frac{1}{4} \times 12 \times 2\frac{1}{4}$  in.

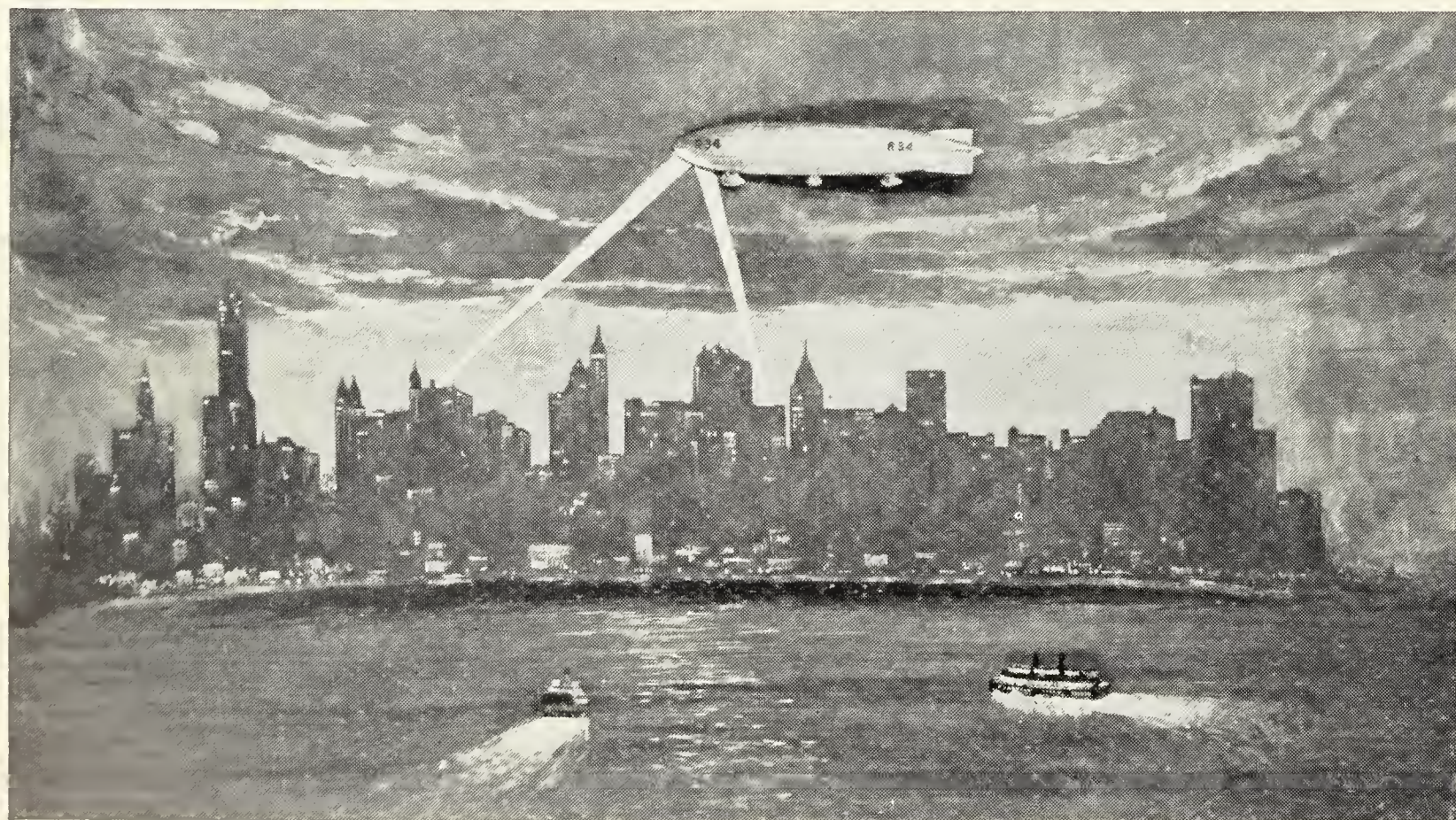




HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



U.S.A. ARMY AIRMEN—FIRST TO FLY ROUND THE WORLD  
Landing at Croydon. England, before the penultimate stage of their  
journey



BRITISH AIRSHIP R 34—FIRST RETURN FLIGHT ACROSS  
THE ATLANTIC

The Airship is shown flying over New York City



TRADE MARK 'SOLOID' BRAND

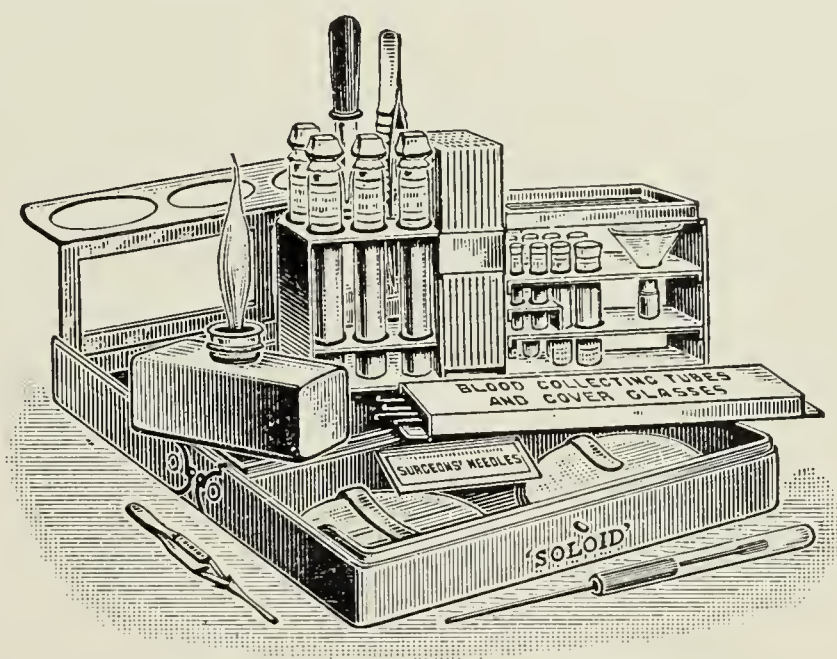
## ANALYSIS AND TEST CASES

Portable Outfits containing apparatus and reagents for the analyses of urine, water, sewage, etc., and Equipments providing, in small compass, the essentials for the bacteriological examination of blood, pus, sputum, etc.

### NO. 505 'SOLOID' BRAND BACTERIOLOGICAL CASE

Owing to its small size and light weight, this Case can readily be carried into the sick chamber, to obtain a blood specimen or a throat swab.

Nickel-plated Metal, with soft leather cover.

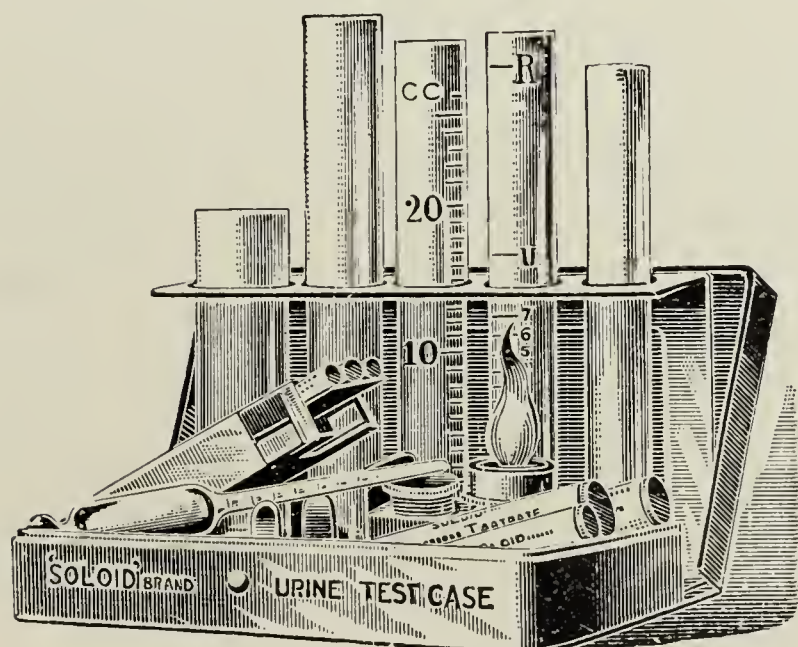


No. 505 'Soloid' Brand Bacteriological Case

Measurements:  $5 \times 3\frac{1}{4} \times 1\frac{5}{8}$  in.

### NO. 510 'SOLOID' BRAND URINE TEST CASE

Compact and easily rendered aseptic.



No. 510 'Soloid' Brand Urine Test Case

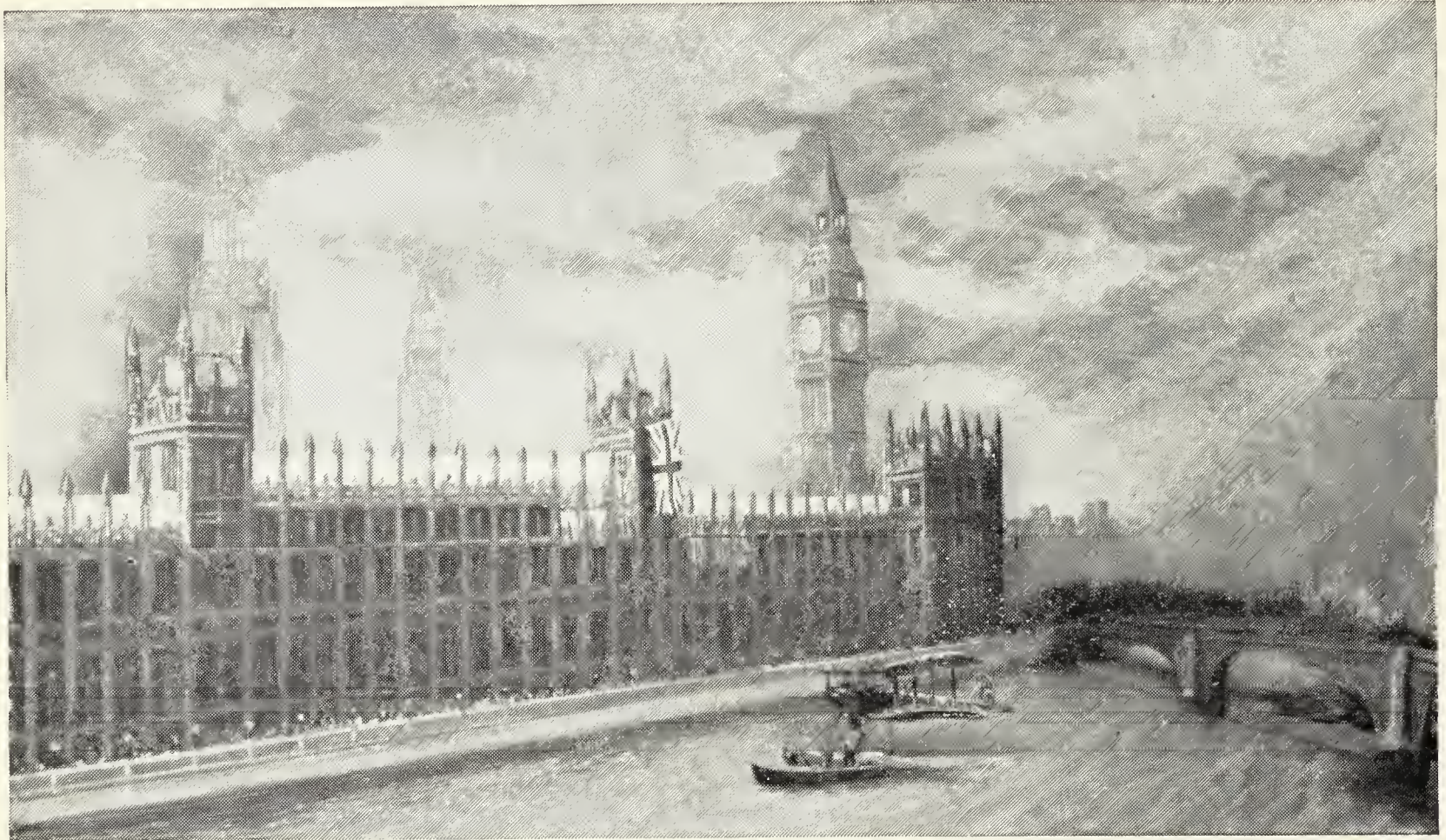
Measurements:  $5\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{1}{4}$  in

Contains the means of applying to urine qualitative and quantitative tests for albumin, sugar, etc.

Nickel-plated Metal, with soft leather cover.



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS

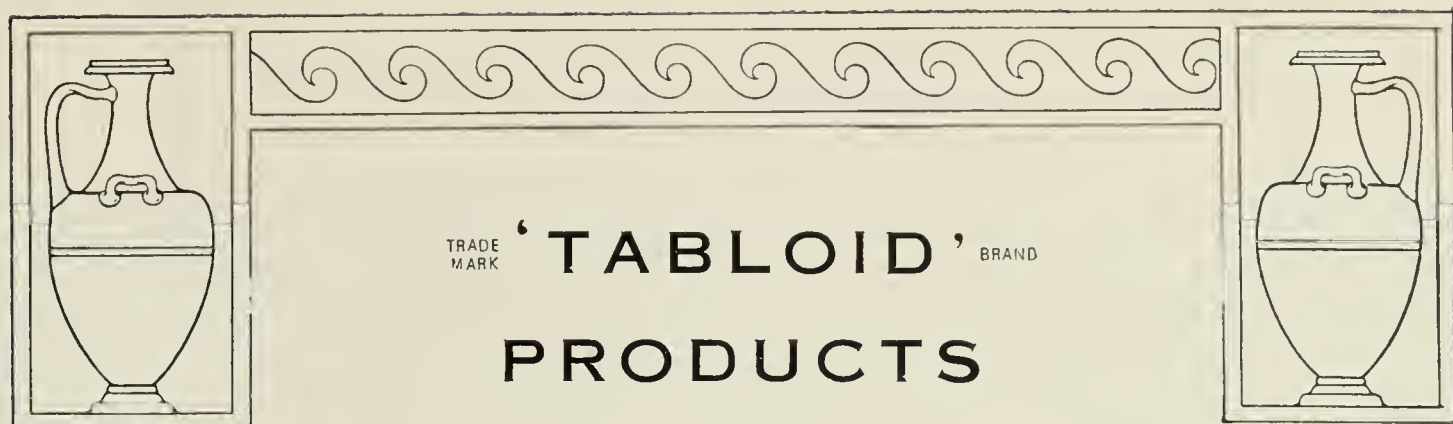


COBHAM—FIRST RETURN FLIGHT ENGLAND—AUSTRALIA  
Sir Alan Cobham landing on the Thames in front of the British Houses  
of Parliament at the conclusion of the pioneer flight, October, 1926



BYRD—TRANSATLANTIC FLIGHT AMERICA TO FRANCE  
Rear-Admiral Byrd, the only airman to fly to the North and South Poles,  
interposed between these achievements a flight from America to France





## ALKALINE MEDICATION

IT IS difficult to persuade patients to persist in the treatment when sodium bicarbonate and similar alkalis are prescribed in the ordinary way. It is also noted that the psychological effects of such simple prescriptions are not good, and no single alkaline base can secure re-mineralisation of the system, which is often necessary.

'TABLOID' 'ALVESEN' solves these difficulties.

One, in a glass of water, produces a very acceptable effervescent draught; the equivalent of 25 doses is contained in a tube; each product presents the alkali bases—sodium, potassium, magnesium and calcium—in precise amounts.

**SUGGESTED USES.**—As an antacid draught: to correct hypo-alkalinity associated with gastric disturbance, the vomiting of pregnancy, malnutrition, nephritis, diabetes, fevers, œdema: to restore the alkaline balance in acidosis and to assist re-mineralisation.

### Preparation

TRADE MARK 'TABLOID' BRAND 'ALVESEN' TRADE MARK [SEE LIST B. W. & Co.]

(Formerly known as 'TABLOID' ALKALINE COMPOUND, EFFERVESCENT)

|                             |       |
|-----------------------------|-------|
| R̄ Sodii Bicarbonatis,      | gr. 5 |
| Calcii Lactophosphatis,     | gr. 3 |
| Potassii Bicarbonatis,      | gr. 1 |
| Magnesii Sulphatis Exsicc., | gr. 1 |
| Sodii Chloridi,             | gr. 1 |
| Salis Effervescentis,       | q.s.  |

The effervescent salt, on solution, produces 29·4 grains of soluble citrates, which, when oxidised in the system, produce approximately 15 grains of bicarbonate each product, therefore, represents about 21 grains of bicarbonate.

*Tubes of 10 and 25*



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



MOUNT EVEREST—THE GREATEST HEIGHT CLIMBED BY MAN  
Four attempts have been made to climb to the summit of Mount Everest  
seen in the distance. The record height achieved was 28,200 feet (1924)



EVEREST—CONQUERED BY AIR  
Four members of the Houston—Mount Everest Expedition flew over  
the summit (29,000 feet) on April 3, 1933



TRADE  
MARK

'TABLOID' BRAND

# THREE BROMIDES, EFFERVESCENT



|                       |            |
|-----------------------|------------|
| Rx Potassii Bromidi,  | 0.4 gramme |
| Sodii Bromidi,        | 0.4 gramme |
| Ammonii Bromidi,      | 0.2 gramme |
| Salis Effervescentis, | q.s.       |

IN 'TABLOID' THREE BROMIDES, EFFERVESCENT, the bromides of potassium, sodium and ammonium are presented with an effervescent base in order that the "salty" taste associated with ordinary bromide draughts may be effectively masked.

On solution, therefore, 'TABLOID' THREE BROMIDES, EFFERVESCENT, is acceptable to the most fastidious patient.

'TABLOID' THREE BROMIDES, EFFERVESCENT, is used chiefly as a sedative in conditions of nervous excitability, in hysteria, neuralgia, especially when arising from worry or overwork, and as an indirect hypnotic in the insomnia associated with these complaints. It has also proved effective in counteracting sea-sickness and vomiting from reflex causes.

## Preparation

TRADE MARK 'TABLOID' BRAND THREE BROMIDES, EFFERVESCENT

[SEE LIST B. W. & Co.]

*Tubes of 10 and 25*

TRADE  
MARK

'TABLOID' BRAND

# LAXATIVE VEGETABLE

Laxative or Purgative according to Dose

|                            |         |
|----------------------------|---------|
| Rx Ext. Colocynthis Comp., | gr. 1   |
| Ext. Jalapæ,               | gr. 1/2 |
| Resinæ Podophylli,         | gr. 1/4 |
| Leptandrini,               | gr. 1/2 |
| Ext. Hyoscyami,            | gr. 1/4 |
| Ext. Taraxaci,             | gr. 1/4 |
| Ol. Menthæ Piperitæ,       | q.s.    |

*(Plain or sugar-coated)*



HISTORICAL PIONEER FEATS ACHIEVED  
WITH 'TABLOID' MEDICAL EQUIPMENTS  
DIORAMAS



REV. A. B. LLOYD—A PIONEER AFRICAN MISSIONARY  
Penetrated the Land of Dwarfs and the Cannibal Country of  
Central Africa



MRS. BISHOP (MISS ISABELLA BIRD)—PIONEER AND  
AUTHORESS

Travelled over a great part of the world, including Thibet, Sandwich  
Islands, Rocky Mountains, Korea, Japan, the Yang-tse Valley, etc.



'TABLOID' LAXATIVE VEGETABLE is especially useful when calomel or other inorganic purgatives are contra-indicated.



Reduced facsimile

Simple purgatives stimulate peristalsis and also increase intestinal secretion, but may give rise to irritation of the intestinal mucosa and to griping pain. It is advisable, therefore, to modify their action by prescribing them with other medicaments.

'TABLOID' LAXATIVE VEGETABLE is particularly useful in chronic constipation. It effects a thorough and complete evacuation of the bowel.

In view of its colocynth content, 'TABLOID' LAXATIVE VEGETABLE is unsuitable in extreme youth or age, and should not be given during pregnancy.

*Bottles of 25, 100 and 500*

TRADE MARK 'TABLOID' BRAND

## CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.)

|                                  |       |
|----------------------------------|-------|
| ℞ Hydrargyri Chloridi Mitis,     | gr. 2 |
| Pil. Rhei Comp., N.F.,           | gr. 2 |
| Pil. Colocynth. Comp., N.F. IV., | gr. 2 |

IN 'TABLOID' CALOMEL, RHUBARB AND COLOCYNTH COMPOUND the griping action which frequently results from the administration of purgatives is controlled by carminatives. Calomel, on account of its indirect cholagogue effect, is of special utility in constipation associated with hepatic disorders. Rhubarb, in addition to its purgative action, has stomachic and subsequent astringent qualities.

Griping  
action  
controlled

Colocynth is a hydragogue cathartic, too drastic to be used alone, but of great value when combined with other aperients. This product presents a most effective



## DIORAMAS—FIRST-AID



### FIRST-AID IN THE HOME

'TABLOID' FIRST-AID, No. 716, immediately available after an Accident in the Garden



### FIRST-AID ON THE ROAD

'TABLOID' FIRST-AID, No. 714, in use after a Motor Accident



combination of cathartic substances of exceptional quality, uniting convenience of administration with accuracy of dosage.



‘TABLOID’ BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND may be prescribed generally in conditions where complete evacuation of the bowel contents is required; also in “biliousness” and dropsical conditions.

### Preparations

TRADE MARK ‘TABLOID’ BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.) [<sup>SEE LIST</sup> B. W. & Co.]

*Bottles of 12 and 25, sugar-coated; bottles of 100 and 500, plain or sugar-coated*

TRADE MARK ‘TABLOID’ BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.) (*Half Strength*) [<sup>SEE LIST</sup> B. W. & Co.]

*Bottles of 100 and 500 (plain only)*

‘TABLOID’ BRAND PRODUCTS contain only the finest medicaments. They are of exceptional purity, accurate in dosage, portable, and keep well in any climate.

This brand is stamped on all genuine uncoated products, thus:



‘TABLOID’ products for general therapeutic effect are made so as to disintegrate immediately, whilst those intended to exercise a local action (as upon the throat) are so prepared that they dissolve slowly in the mouth and secure the

prolonged application of a suitable solution of their constituents. ‘TABLOID’ preparations intended to act after leaving the stomach are coated with keratin, soluble only in the alkaline secretions of the intestine.

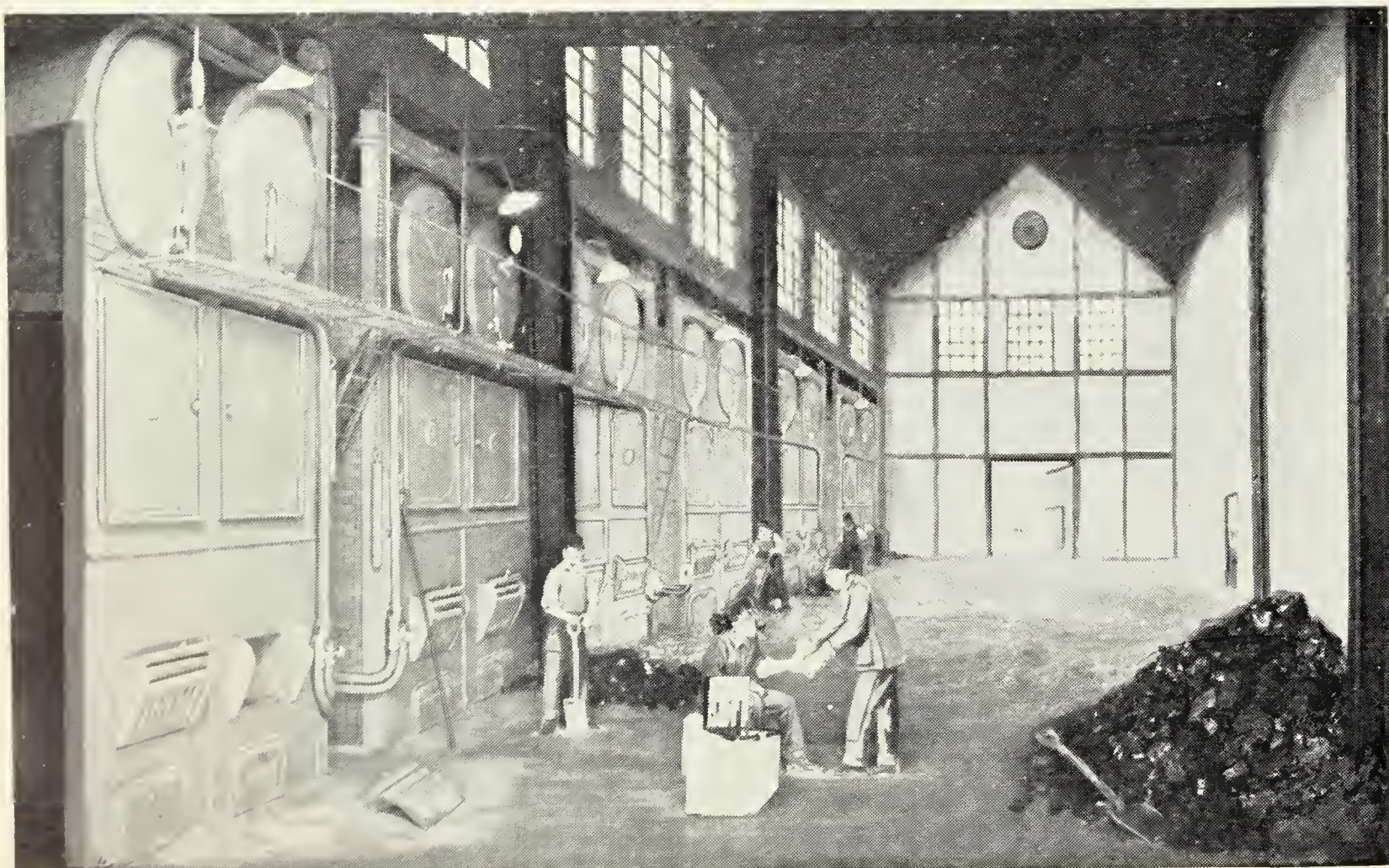
The word ‘TABLOID’ is a registered trade mark or brand. In counterfeit preparations there lies danger to the pharmacist’s reputation and his customer’s health. In ordering, the word ‘TABLOID’ should always be written in full.



## DIORAMAS—FIRST-AID

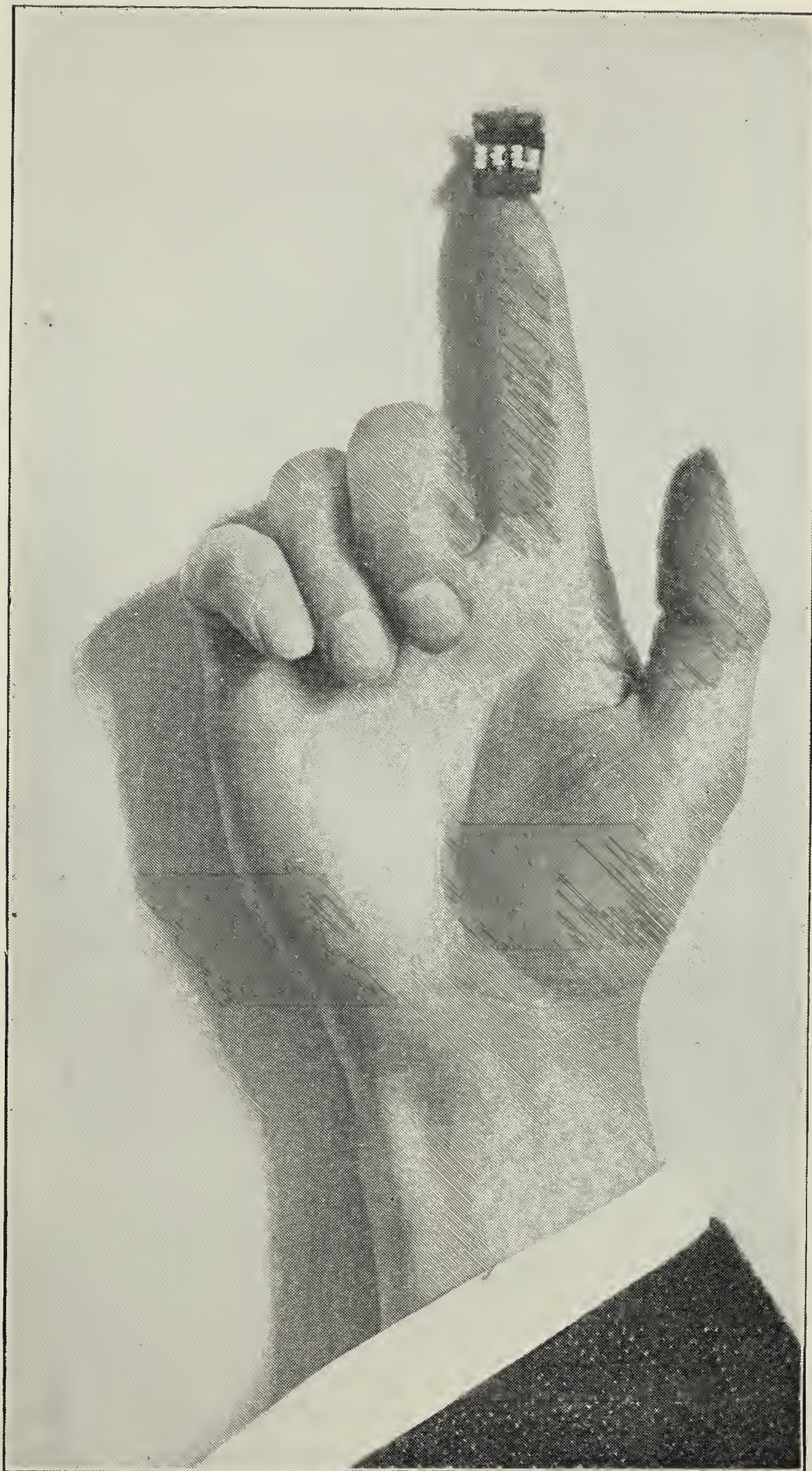


FIRST-AID IN THE WORKSHOP  
'TABLOID' FIRST-AID, No. 744, in use after an Accident  
at the Bench



FIRST-AID IN THE FACTORY  
'TABLOID' FIRST-AID, No. 742, in use after an Accident  
in the Boiler House





#### THE SMALLEST MEDICINE CHEST IN THE WORLD

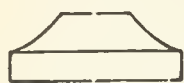
The twelve minute medicine chest bottles with which this tiny gold Medicine Chest is fitted are capable of containing a supply of 'Tabloid' Brand Medicaments that would represent in therapeutic value the bulky medicines with which the average medicine chest is usually equipped

A replica of this Chest, in 18-carat gold, was part of the equipment of the Doll's House presented to Her Majesty Queen Mary of Great Britain



TRADE  
MARK

## ‘SOLOID’ BRAND PRODUCTS



‘SOLOID’ BRAND PRODUCTS provide portable and reliable antiseptics, astringents and local anæsthetics, and, in the Burroughs Wellcome & Co. Medical and First-Aid Equipments, they supplement ‘Tabloid’ medicaments, which are included chiefly for oral or hypodermic administration. The antiseptic solutions and nasal and other douches provided by ‘SOLOID’ products are of special interest. By no other means can the materials for preparing solutions of accurate strength with facility and convenience, without weighing or measuring, be carried in small bulk, ready for immediate use. Like ‘TABLOID’ products, ‘SOLOID’ preparations keep perfectly in all climates.

‘SOLOID’ BRAND MICROSCOPIC STAINS are of great value in the home laboratory and are practically essential when specimens have to be stained for the purpose of microscopical diagnosis, etc., away from home facilities. They present accurate weights of stains of exceptional quality ready for the immediate preparation of conveniently small quantities of solutions which may be used whilst still fresh. (*See illustrations on facing page*).

‘SOLOID’ BRAND PRODUCTS are also available for water, sewage and urine analyses and for preparing nutrient media for the cultivation of micro-organisms.

*For full list and details of ‘Soloid’ Brand Products, see the  
Burroughs Wellcome & Co. Price List*

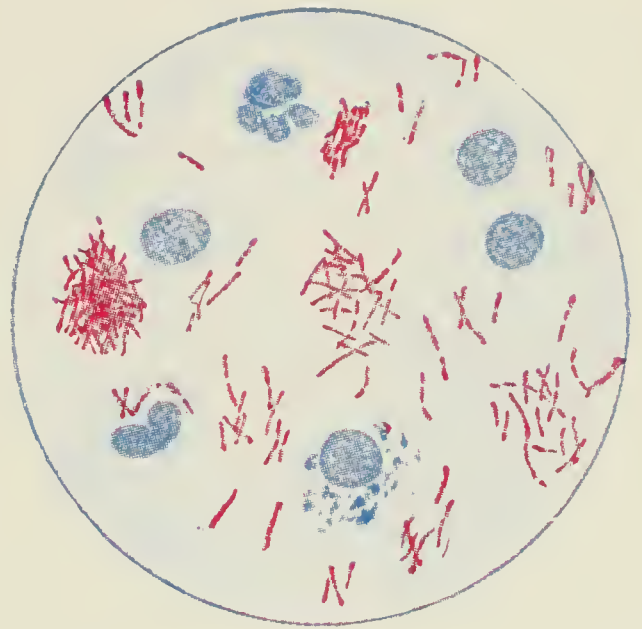


## TUBERCULOSIS

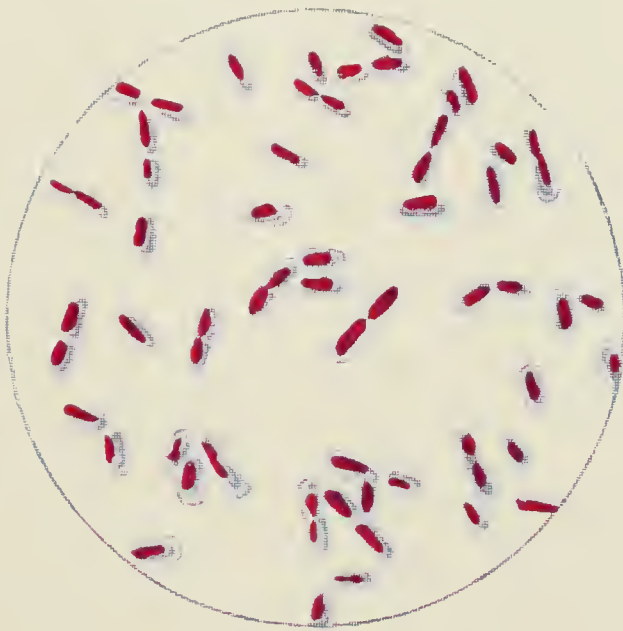
### BACILLUS TUBERCULOSIS

(Hominis) in Sputum

Stained with 'Soloid' Fuchsine (Basic)  
and 'Soloid' Methylene Blue



## GAS-GANGRENE



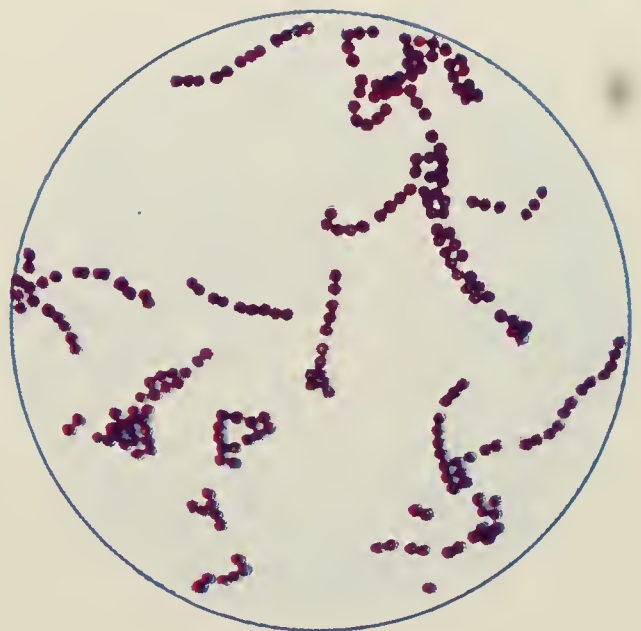
### BACILLUS WELCHII

Stained to show capsule ('Soloid'  
Fuchsine and 'Soloid' Methylene Blue)

## SCARLET FEVER

### STREPTOCOCCUS OF SCARLET FEVER

Stained by Gram method ('Soloid'  
Gentian Violet and 'Soloid' Gram  
Iodine Solution)



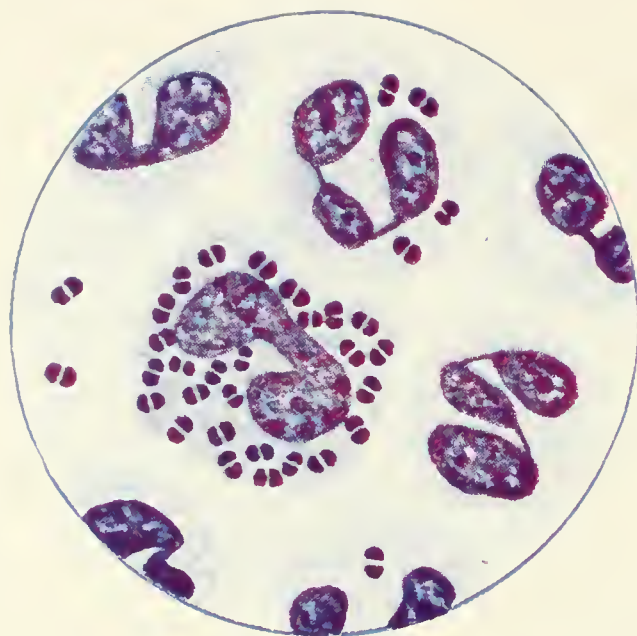
REPRODUCTIONS IN ACTUAL COLOURS OF PREPARATIONS  
STAINED WITH 'SOLOID' MICROSCOPIC STAINS



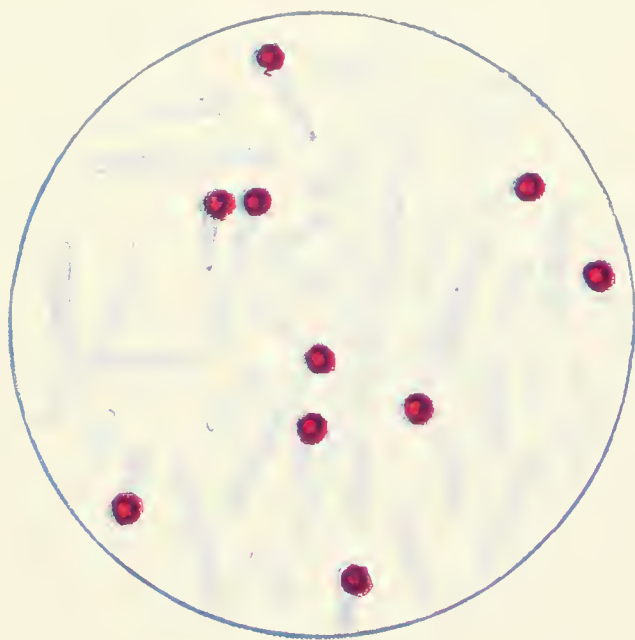
## GONOCOCCAL PUS

### GONOCOCCUS IN PUS

Stained with Carbol Thionin Blue  
(‘Soloid’ Thionin Blue)



## TETANUS



### BACILLUS TETANI

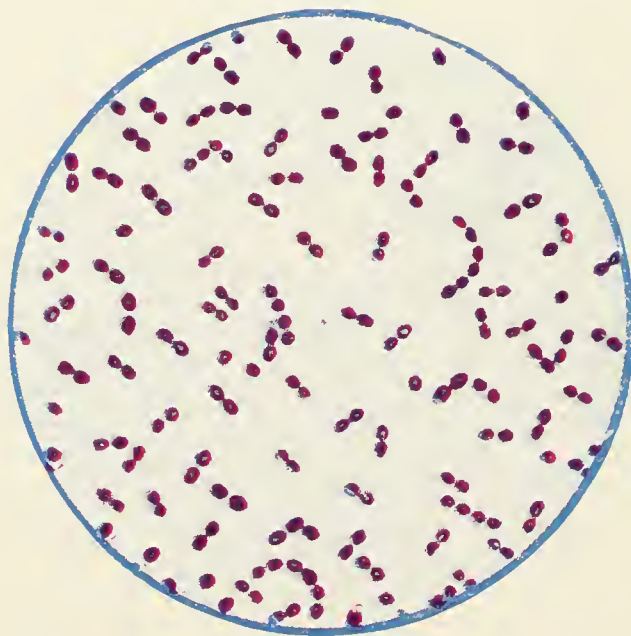
showing spores  
Stained with ‘Soloid’ Fuchsine (Basic)  
and ‘Soloid’ Methylene Blue

## PNEUMONIC SPUTUM

### PNEUMOCOCCUS

(DIPLOCOCCUS PNEUMONIÆ)

Stained by Gram method (‘Soloid’  
Gentian Violet and ‘Soloid’ Gram  
Iodine Solution)



REPRODUCTIONS IN ACTUAL COLOURS OF PREPARATIONS  
STAINED WITH ‘SOLOID’ MICROSCOPIC STAINS



## PHOTOGRAPHY

OF RECENT years the floodlights of science have illuminated the dark places in photography and dispelled for ever the need to grope in the dark. Processes previously obscure and complicated have become as clear as daylight, and even the gloomy depths of the dark room have been illuminated so that development can be carried out in a comfortable light.

It is now a simple matter to ensure a correctly-exposed and developed negative. There is no need for the antiquated method of trial and error, with its consequent waste of time and material, and often indifferent results.

Gone are the days when weights and measures were essential; the only requirements for modern methods of preparing developing and other solutions are the requisite number of 'TABLOID' products, a measuring glass and a supply of water.

### EXPOSURE

The beginner to-day can ensure success from every exposure at a small cost. He has simply to follow the system of photography explained in the 'WELLCOME' HANDBOOK AND DIARY.

It is a complete system, covering every aspect of photography, from the exposure to finished print or enlargement. It is a system specially devised to enable the amateur photographer to place his hobby on a sound scientific basis and get results which are comparable to those of the professional with the minimum expenditure of time and money. In a word, it makes photography *easy*.

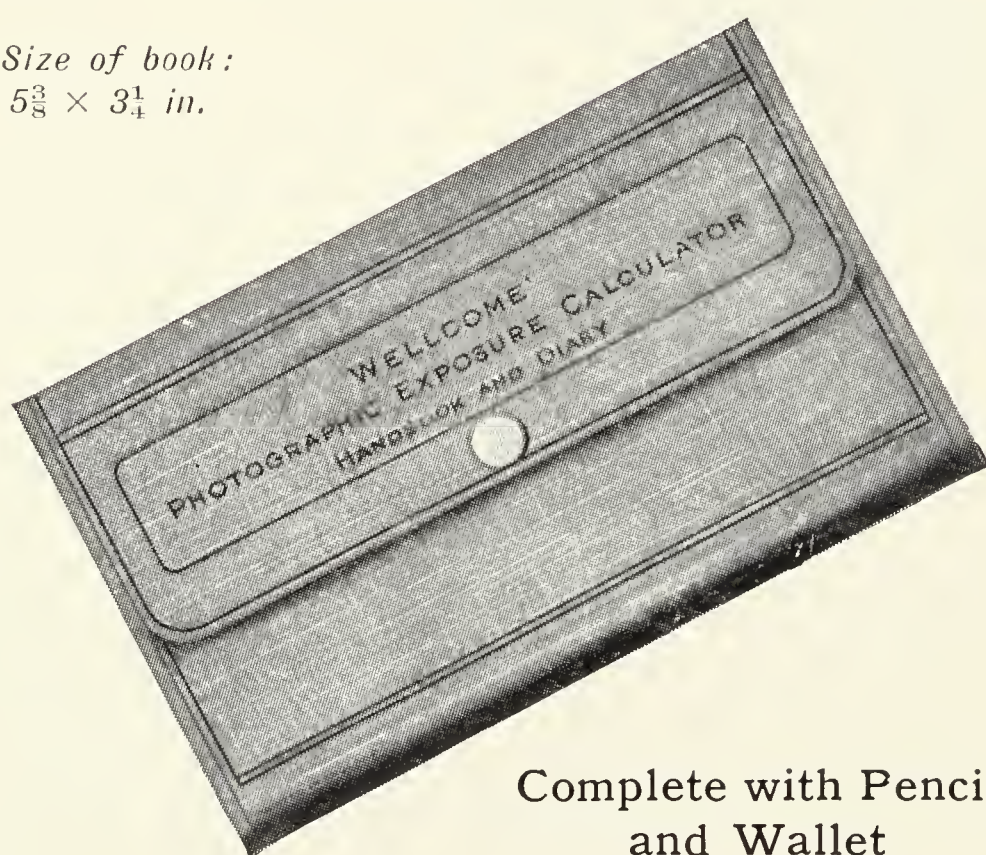
This complete guide to successful photography eliminates guess-work. Written by practical photographers in simple non-technical language, it is easily understood by all. For the expert it provides tables and information unobtainable elsewhere.





Behind the 'WELLCOME' HANDBOOK AND DIARY is the Burroughs Wellcome & Co. staff of photographic experts. Registered users of the Handbook can obtain free the advice of these experts on any technical problem which may confront them.

*Size of book:*  
 $5\frac{3}{8} \times 3\frac{1}{4}$  in.



**Complete with Pencil  
and Wallet**

This compact guide to photography contains the 'WELLCOME' EXPOSURE CALCULATOR, an ingenious invention, which shows by a disc, at a glance, the correct exposure for any subject. There are exposure factors and development times for every make of plate or film in regular use. These data are ascertained by independent tests in the Burroughs Wellcome & Co. Photographic Laboratories.

## DEVELOPMENT

'TABLOID' BRAND DEVELOPERS offer definite advantages. They ensure the production of a developing solution of unvarying activity, readily prepared by the addition of the requisite volume of water. They remain active for years in any climate, and provide a range of agents covering every development need.

For universal use, 'TABLOID' 'RYTOL' was originated by Burroughs Wellcome & Co. This provides a developer



which is suitable for plates, films, bromide papers, gaslight papers, lantern slides and colour plates. It is the universal developer par excellence, and has been chosen for use by the official photographers of all the most important expeditions of modern times. It produces soft, well-graded negatives admirably adapted for printing by artificial light or through the enlarger. Further, it does not stain the hands or negative and may be used with confidence by those susceptible to a metal developer.



For those photographers who prefer a negative of the pyro type, 'TABLOID' 'TANCOL' will meet the most exacting requirements. This developer produces a negative slightly yellow in colour, giving good contrast and yielding bright, plucky prints. It is not suitable for use with bromide or gaslight papers.

## COLOUR PHOTOGRAPHY

In colouring photographs for commercial purposes, artists and colour workers use 'TABLOID' TONERS for overcoming the difficulty met when dealing with "blacks" and dark tones in prints. Black portions of prints can be changed to green, blue, sepia or brick red by the simple process of changing the original silver image with 'TABLOID' TONERS.

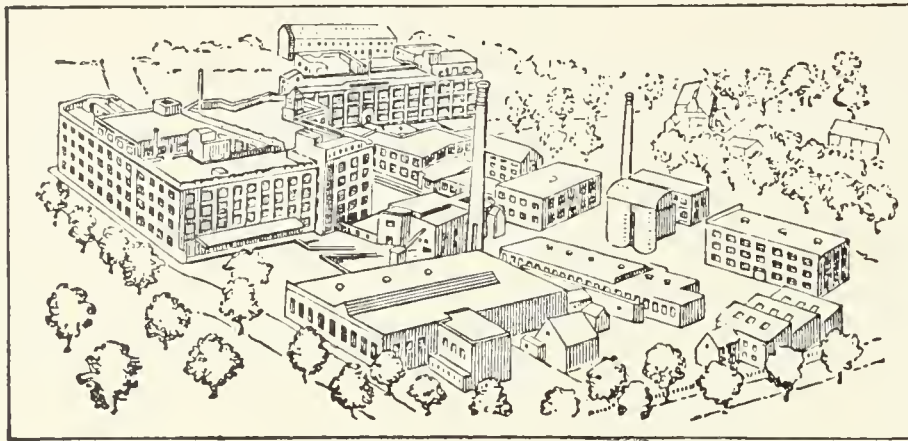
'TABLOID' TONERS are now largely used by commercial photographers and artists in preparing the original colour pictures featuring popular brands of cigarettes, chewing gum, beers, wines, etc.

'TABLOID' TONERS are available in the following colours:—Sepia, Brown, Blue, Green. There is also a Copper Toner which gives a range of colours from warm black to chalk-red; and 'SOLOID' STAINS in Yellow, Red and Green. They can be obtained from your usual Druggist or Photographic Dealer.

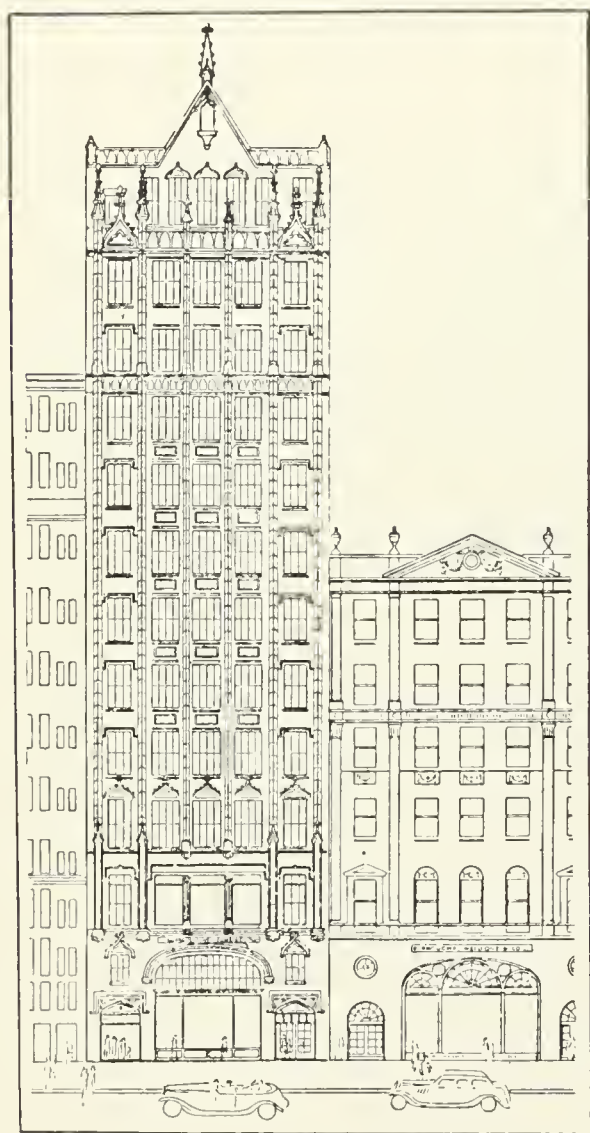
*(See illustrations facing page 43)*



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OFFICES, WAREHOUSES AND WORKS



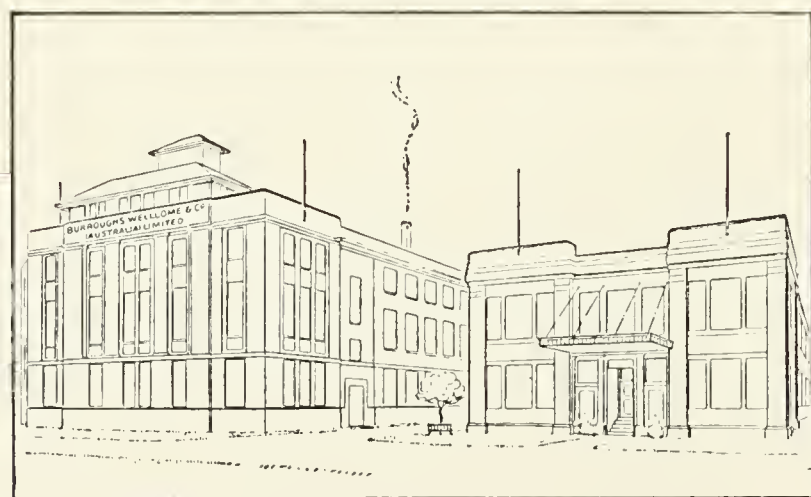
NEW YORK\*



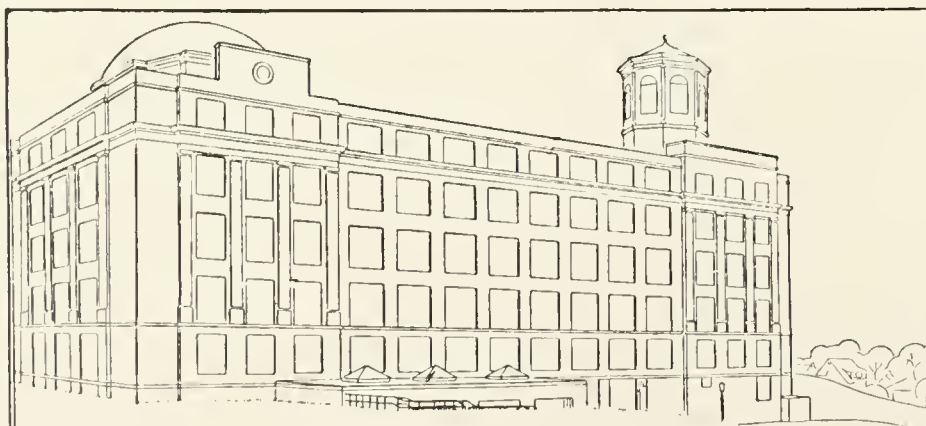
NEW YORK



MONTREAL



SYDNEY



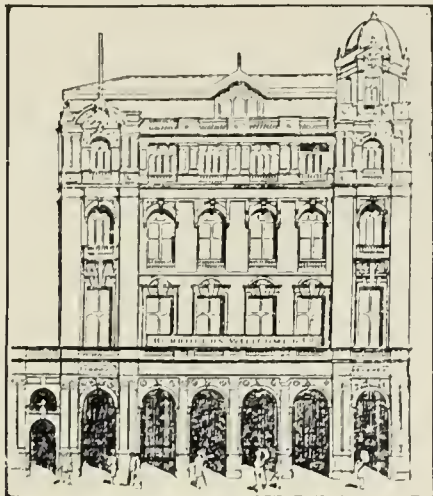
MONTREAL†

\* Wellcome Chemical and Galenical Works and Experimental Research  
Laboratories, New York

† Wellcome Chemical and Galenical Works and Laboratories  
Ville LaSalle, near Montreal, Canada



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BOMBAY



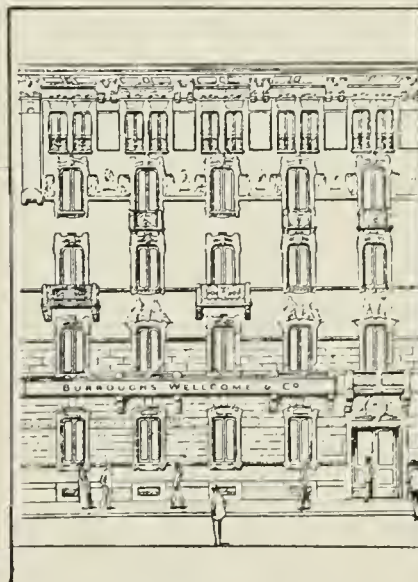
SHANGHAI



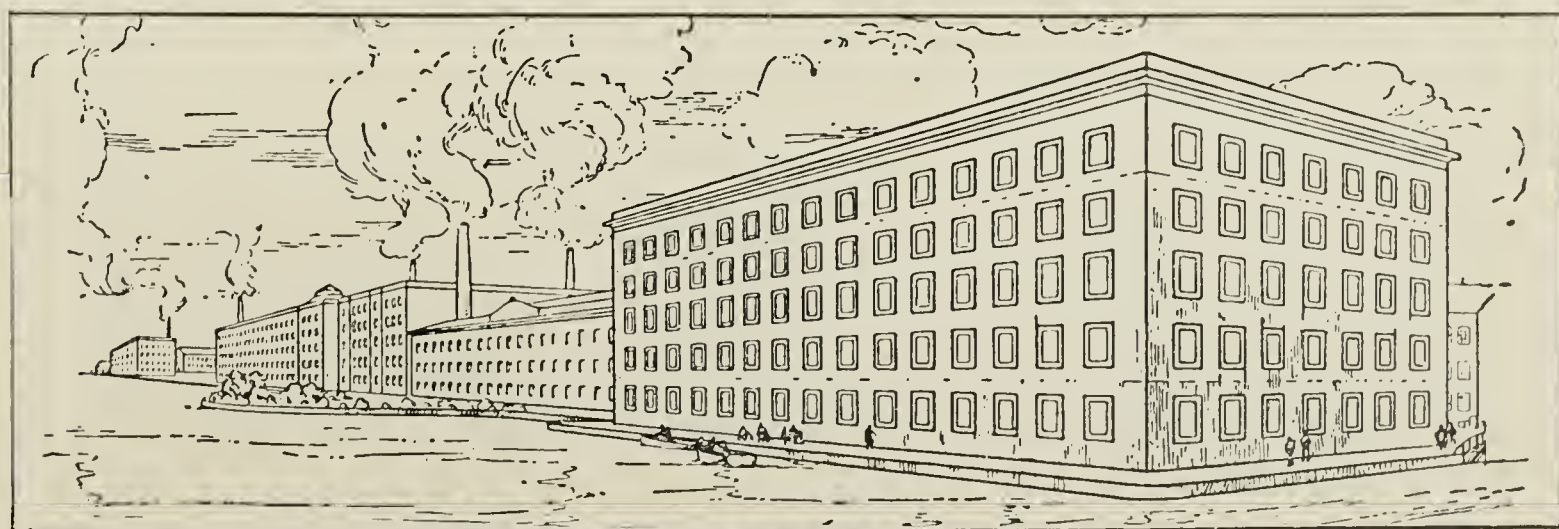
CAPE TOWN



LONDON (ENG.)



MILAN



DARTFORD (ENG.)\*

\* Section of the Wellcome Chemical and Galenical Works  
Dartford, Kent, England



# NOTICE

The following are BURROUGHS WELLCOME & Co.  
Trade Marks or Brands:

‘TABLOID’  
(Trade Mark)

‘SOLOID’  
(Trade Mark)

‘KEPLER’  
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‘HAZELINE’  
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‘VAPOROLE’  
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‘ENULE’  
(Trade Mark)

‘DIGINUTIN’  
(Trade Mark)

‘ERGAMINE’  
(Trade Mark)

‘TOLAMINE’  
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‘SAXIN’  
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(Trade Mark)

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(Trade Mark)

‘LAXAMEL’  
(Trade Mark)

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*The sale of articles of other manufacture, when these Brands  
are specified, is an infringement and unlawful*



LIÉGE  
SIX  
GRAND PRIZES

THREE  
DIPLOMAS OF  
HONOUR

THREE  
GOLD MEDALS

ST. LOUIS  
THREE  
GRAND PRIZES  
THREE  
GOLD MEDALS

SEATTLE  
(Alaska-Yukon-Pacific)  
ONE GRAND  
PRIZE

MILAN  
THREE  
GRAND PRIZES

THREE  
DIPLOMAS OF  
HONOUR

ONE  
GOLD MEDAL

LONDON  
(Franco-British)  
SEVEN  
GRAND PRIZES  
ONE  
DIPLOMA OF  
HONOUR  
TWO  
GOLD MEDALS

LONDON  
(Japan-British)  
FIVE  
GRAND PRIZES  
ONE  
GOLD MEDAL

LONDON  
(Festival of Empire)  
TWO  
GRAND PRIZES  
ONE  
GOLD MEDAL

LONDON  
(International  
Congress of Medicine)  
TWO  
GRAND PRIZES

BUENOS AIRES  
ONE  
GRAND PRIZE  
ALLAHABAD  
ONE  
GOLD MEDAL

BRUSSELS  
EIGHT  
GRAND PRIZES  
THREE  
DIPLOMAS OF  
HONOUR  
ONE  
GOLD MEDAL

At every great  
INTERNATIONAL  
EXHIBITION  
at which the  
BURROUGHS  
WELLCOME & CO.  
products have been  
exhibited they have  
received the greatest  
number of  
COMPETITIVE  
HIGHEST AWARDS  
These now exceed

270

TURIN  
EIGHT  
GRAND PRIZES  
TWO  
DIPLOMAS OF  
HONOUR  
THREE  
GOLD MEDALS





# WELLCOME LIBRARY

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THE  
TRADE MARK

# 'TABLOID'

The word 'TABLOID' is a registered Trade Mark.

The word 'TABLOID' denotes a Burroughs Wellcome & Co. product, and is applied to many classes of products.

The word 'TABLOID' on a package, wherever purchased, ensures supreme and uniform quality.

The word 'TABLOID' may not be used except with reference to a Burroughs Wellcome & Co. product.

## BEWARE OF IMITATIONS

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*Offenders are prosecuted rigorously in the interests of prescribers,  
dispensers, patients and the owners of the Trade Mark*

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'TABLOID' was registered as a Trade Mark in 1884,  
over 50 years ago













MORE THAN  
270  
COMPETITIVE  
FLOURET AWARDS  
FOR  
SCIENTIFIC EXCELLENCE

